



rqmicro AG

Email Campaigns

Implemented targeted email campaigns that significantly improved engagement and conversions. Successfully reduced bounce rate by **84.8%** through segmented and optimized mass-mailing efforts, contributing to higher lead quality and overall campaign success.



Objectives

Increase email engagement and conversion rates while reducing bounce rates to improve lead quality and overall campaign performance.



Solutions

- Optimized email content, format, subject lines, and CTAs to boost open and click-through rates.
- Cleaned and maintained the email database, removing invalid contacts to improve deliverability.
- Implemented segmented email campaigns tailored to specific customer profiles and behaviors.
- Integrated marketing automation to personalize communication and nurture leads effectively.