



# CASE STUDY: Emedco

## OBJECTIVE

Increase email engagement of existing customers and to set themselves as an expert in their field.

## SEGMENT/CHANNEL

Emedco sent this campaign to their email subscribers.

## CONTENT TYPE

Trivia to entertain, engage, and coax their customers into keeping their brand top of mind.



# 50%

CTR LIFT

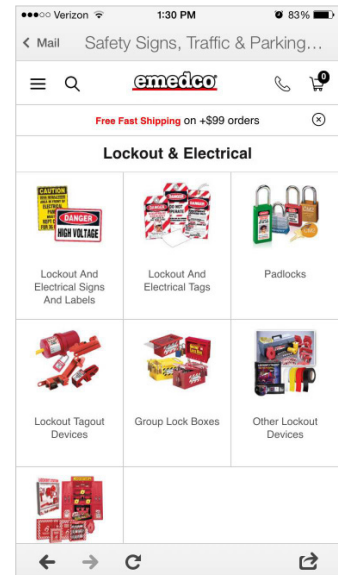
Click any image to preview the Scratch-it.



MOBILE EMAIL



SCRATCHING PAGE



WEBSITE

“My overall goal for our first sticky content campaign was to increase engagement with our content. We saw an increase with Scratch-it.”

-SHANNON BAGDIGIAN, EMAIL MARKETING SPECIALIST AT BRADY CORP.