

# AmeriGas drives online registrations with digital scratch-its

AmeriGas is the nation's largest retail propane marketer, serving approximately 2 million customers in all 50 states from approximately 2,500 distribution locations.

Having previous success with direct mail scratch-it campaigns, AmeriGas turned to Zembula for a digital scratch-it email campaign to drive sign-ups for their customer billing portal. Zembula's interactive content made for a more engaging and fun rebate process that helped move the needle and 10x their results.

*"The Zembula scratch-it was a unique experience that didn't get lost in the shuffle of our audience's inbox. It exceeded all our expectations and the results speak for themselves."*

**ANDY HERTZOG**  
Senior Marketing Manager



## GOALS

- ▶ Keep the brand in top of mind for propane needs in the low demand season
- ▶ Successfully grow the number of customers using the online billing portal, a first in the industry
- ▶ Try something new in email marketing to move the needle in terms of engagement

## APPROACH

- ▶ Offered a rebate to incentivize current customers to sign up for the online billing portal
- ▶ Leveraged Zembula's scratch-it in an email campaign to reveal the rebate and drive greater engagement
- ▶ Utilized reveal marketing headline techniques to elicit curiosity and FOMO

## RESULTS

- ▶ **232** new customers signed up for the billing portal, a 10x improvement over previous email campaigns
- ▶ 28% conversion rate of the rebate, a **64%** improvement over previous email campaigns
- ▶ Email open rate improved by **45%** over previous email campaigns

### Marketing Psychology Used:



Curiosity



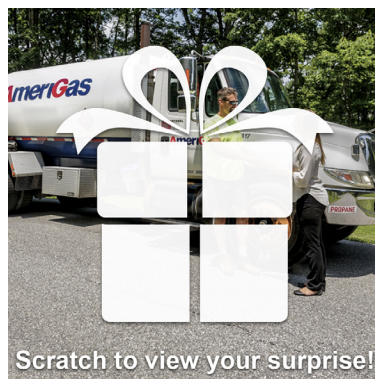
FOMO

Email

**AmeriGas**  
America's Propane Company

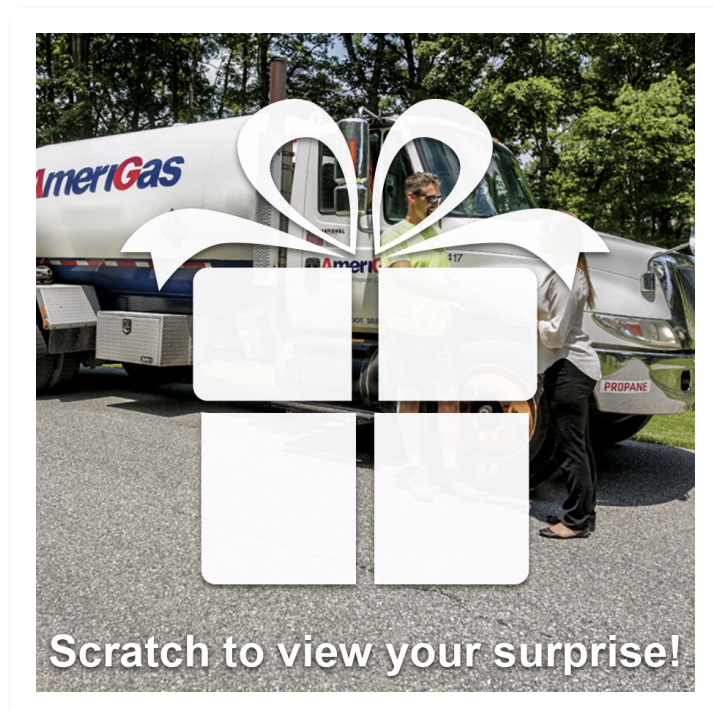
**Looking to fill your tank  
AND your wallet?**

Amerigas has a gift for you that will do both!

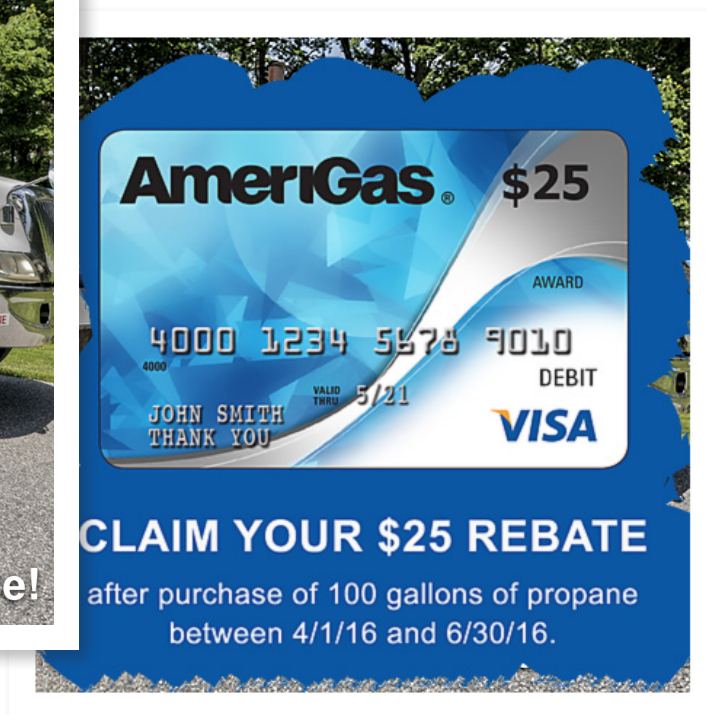


# AMERIGAS SCRATCH-IT CAMPAIGN

Cover Image



Reveal Image & Call to Action



[Redeem Now!](#)

232

New customers  
signed up for the  
billing portal

10X

Improvement over  
previous email  
campaigns

45%

Email open rate  
improvement