EMAIL MARKETING
CASE STUDY

COROLLARY PR

Email Marketing Performance Audit

Strategic Recommendations to Improve Lead Quality & Conversion

MARKETING ANALYTICS | CRM STRATEGY | EMAIL MARKETING

Kristina Persall
MARKETING STRATEGIST

02

EXECUTIVE SUMMARY

EMAIL MARKETING
CASE STUDY

This analysis evaluates why Corollary PR's email marketing performance declined between Year 1 and Year 2 and recommends data-driven strategies to improve lead quality, engagement, and marketing efficiency.

BUSINESS CHALLENGE

Corollary PR experienced declining email marketing performance from Year 1 to Year 2 despite continued investment in newsletter campaigns. Performance metrics indicated that marketing efforts were generating fewer qualified opportunities while acquisition costs continued to rise.

KEY FINDINGS

Lead-to-customer conversion declined from 20% to 10%.	20% → 10%
Cost per Lead increased from $667 to $1,000.	+50% ($667 → $1,000)
Cost per Client increased from $3,333 to $10,000.	+200% ($3,333 → $10,000)
Newsletter engagement decreased.	
Sales received fewer qualified prospects.	

STRATEGIC RECOMMENDATION



Discontinue purchased email lists and prioritize permission-based audience growth supported by segmentation, personalization, optimized calls-to-action, and lead nurturing workflows.

EXPECTED BUSINESS OUTCOMES

If Corollary PR implements these recommendations.

- Higher-quality leads
- Lower acquisition costs
- Stronger Sales and Marketing alignment
- Improved customer conversion
- More sustainable long-term growth

KRISTINA PERSALL
MARKETING STRATEGIST

03

THE BUSINESS PROBLEM

EMAIL MARKETING
CASE STUDY

Despite continued investment in email marketing, Corollary PR experienced significant declines in performance from Year 1 to Year 2.

THE ISSUE

Key performance metrics declined year over year, indicating lower lead quality, decreased engagement, and rising acquisition costs.

	YEAR 1 (Baseline)	YEAR 2 (Current)	CHANGE Year 1 to Year 2	
Leads Total leads generated	15	10	-33%	Fewer leads generated
Lead-to-Customer Conversion Rate Percentage of leads that became clients	20%	10%	-50%	Lower conversion rate
Cost per Lead Total cost to generate one lead	$667	$1,000	+50%	Higher cost per lead
Cost per Client Total cost to acquire one client	$3,333	$10,000	+200%	Higher cost per client
Newsletter Engagement Open and click-through rate	Decrease	Further Decrease	Decline	Lower engagement over time

BOTTOM LINE | Corollary PR's reliance on purchased email lists and non-personalized content led to declining lead quality, higher costs, and reduced effectiveness of email marketing efforts.

KRISTINA PERSALL
MARKETING STRATEGIST

04

ROOT CAUSE ANALYSIS

EMAIL MARKETING
CASE STUDY

A review of Corollary PR's email marketing strategy, content, and data revealed key factors that contributed to declining performance.

PRIMARY ROOT CAUSES

Reliance on Purchased Email Lists
Leads were not permission-based, resulting in low intent, low engagement, and poor conversion.

Promotional Newsletter Content
Overuse of sales-driven content reduced perceived value and subscriber engagement.

Lack of Audience Segmentation
One-size-fits-all messaging failed to resonate with different audience needs and interests.

Ineffective Calls-to-Action
CTAs were unclear, inconsistent, and not aligned with the buyer journey.

Limited Lead Nurturing
No automated workflows or follow-up strategy to move leads from awareness to decision.

THE CORE ISSUE



Mismatch between strategy, content, and audience needs led to lower engagement, poorer lead quality, and higher acquisition costs.

IMPACT ON PERFORMANCE

Fewer Leads Generated	-33% (15 → 10)
Lead-to-Customer Conversion Rate	-50% (20% → 10%)
Cost per Lead	+50% ($667 → $1,000)
Cost per Client	+200% ($3,333 → $10,000)
Newsletter Engagement	Decline Over Time

KEY TAKEAWAY

Corollary PR's performance decline was not due to lack of effort or budget, but due to a strategy that did not prioritize the right audience, content, or experience.

KRISTINA PERSALL
MARKETING STRATEGIST

05

PERFORMANCE OVERVIEW

EMAIL MARKETING
CASE STUDY

Year 1 to Year 2 comparison of key email marketing metrics.

KEY CONTEXT

Corollary PR continued investing in email marketing in Year 2, but performance declined across all key metrics.

OBJECTIVE

Identify performance gaps to determine the most impactful opportunities for improvement.

METRIC	YEAR 1 (Baseline)	YEAR 2 (Current)	CHANGE (Year 1 to Year 2)
Leads Generated	15	10	-33% Fewer leads
Lead-to-Customer Conversion Rate	20%	10%	-50% Lower conversion rate
Cost per Lead	$667	$1,000	+50% Higher cost per lead
Cost per Client	$3,333	$10,000	+200% Higher cost per client
Newsletter Engagement	Decrease	Further Decrease	Decline Lower engagement over time



KEY INSIGHTS

All key metrics declined between Year 1 and Year 2 despite continued investment.

Rising costs combined with lower conversion reduced overall marketing efficiency.

The strategy was not attracting the right audience or driving meaningful action.

Engagement declined, indicating content was not resonating with subscribers.

BOTTOM LINE

Corollary PR's email marketing efforts delivered lower results at a higher cost, signaling the need for a strategic shift.

KRISTINA PERSALL
MARKETING STRATEGIST

06

TARGET AUDIENCE ANALYSIS

EMAIL MARKETING
CASE STUDY

A review of Corollary PR's target audience revealed that purchased email lists did not align with the ideal client profile, resulting in low engagement and poor lead quality.

OVERVIEW

Corollary PR's purchased email lists were broad, untargeted, and lacked alignment with their ideal client profile.

OBJECTIVE

Identify the gap between the purchased audience and the ideal client to improve targeting and lead quality.

PURCHASED EMAIL LIST PROFILE

Source	Third-party purchased lists	Broad, unverified contacts
Demographics	Varied and untargeted	Mixed industries, job titles, and company sizes
Firmographics	No specific targeting	Included many outside ideal client profile
Engagement Level	Low engagement	Many recipients did not open or click
Relevance	Low alignment with ICP	Content not tailored to audience needs

THE GAP

The purchased audience lacked alignment with Corollary PR's ideal client profile, leading to low engagement, poor lead quality, and higher acquisition costs.

IDEAL CLIENT PROFILE (ICP)

Industry	Professional services, B2B companies	PR, marketing, staffing, executive search
Job Titles	Decision-makers and influencers	CEOs, CMOs, HR Directors, Marketing Managers
Company Size	Small to mid-sized businesses	10–500 employees
Needs	Strategic PR, brand visibility, talent attraction	Solutions to grow brand, attract talent, and drive awareness
Engagement Potential	High relevance and value alignment	More likely to open, engage, and convert

KEY INSIGHT

Aligning email marketing efforts with a well-defined, permission-based audience that matches the ideal client profile is essential for improving engagement, lead quality, and overall campaign performance.

KRISTINA PERSALL
MARKETING STRATEGIST

07

STRATEGIC RECOMMENDATIONS

EMAIL MARKETING
CASE STUDY

To improve performance, Corollary PR should shift from purchased email lists to a strategic, permission-based approach focused on relevance, engagement, and measurable results.

RECOMMENDED STRATEGIC APPPOACH

1 BUILD A PERMISSION-BASED AUDIENCE

- **Attract subscribers** through valuable content and lead magnets.
- Use website sign-ups, events, and gated resources.
- Focus on quality over quantity.

Build a foundation of engaged, interested subscribers.

2 SEGMENT YOUR AUDIENCE

- Group subscribers by industry, role, interests, and behavior.
- Deliver relevant content that speaks to each segment's needs.
- Increase engagement and reduce unsubscribes.

Send the right message to the right audience.

3 PERSONALIZE YOUR MESSAGING

- Use names, company details, and behavior to personalize emails.
- Create targeted content that adds value.
- Make subscribers feel understood, not sold to.

Drive stronger connections and higher engagement.

4 OPTIMIZE CALLS-TO-ACTION

- Use clear, compelling CTAs aligned with the buyer journey.
- Test different CTAs, placements, and designs.
- Make it easy for recipients to take the next step.

Increase clicks, conversions, and measurable results.

5 IMPLEMENT LEAD NURTURING WORKFLOWS

- Automate welcome series and follow-ups.
- Nurture leads with educational, timely content.
- Move leads from awareness to decision.

Improve lead quality and increase conversion rates.

EXPECTED IMPACT

Higher-Quality Leads
Attract subscribers who are genuinely interested.

Lower Acquisition Costs
Reduce spending on purchased lists and ineffective outreach.

Stronger Sales & Marketing Alignment
Deliver better-qualified leads to the sales team.

Improved Customer Conversion
Engaged leads are more likely to convert.

Sustainable Long-Term Growth
Build a loyal audience that drives ongoing results.

KEY TAKEAWAY

By shifting to a permission-based, data-driven email marketing strategy, Corollary PR can improve engagement, attract higher-quality leads, and drive sustainable business growth.

KRISTINA PERSALL
MARKETING STRATEGIST

08 RECOMMENDED STRATEGY IN ACTION

EMAIL MARKETING CASE STUDY

A strategic, permission-based email marketing approach will attract the right audience, deliver relevant content, and nurture leads toward becoming loyal clients.

STRATEGY IN ACTION

1 ATTRACT
Build a permission-based audience through valuable content, lead magnets, and strategic sign-up opportunities.

2 SEGMENT
Segment subscribers by industry, role, interests, and behavior to deliver relevant content.

3 PERSONALIZE
Personalize messaging and content to address each segment's specific needs and challenges.

4 ENGAGE
Deliver engaging, value-driven content with clear CTAs that encourage clicks, replies, and conversions.

5 NURTURE & CONVERT
Use automated workflows to nurture leads, build trust, and guide them toward becoming clients.

THE CUSTOMER JOURNEY



- **AWARENESS** — Discover Corollary PR through valuable content and lead magnets.
- **INTEREST** — Engage with relevant content that addresses their challenges.
- **CONSIDERATION** — Receive personalized messages and solutions that build trust.
- **CONVERSION** — Take action and become a client.
- **LOYALTY** — Receive ongoing value and become a loyal, long-term client.

RESULT: Higher-quality leads, better conversions, lower costs, and sustainable growth.

SUCCESS MEASUREMENT

KEY PERFORMANCE INDICATORS

	Expected Improvement
Lead-to-Customer Conversion Rate	+50% (10% → 15%)
Cost per Lead	-30% ($1,000 → $700)
Cost per Client	-40% ($10,000 → $6,000)
Newsletter Engagement Rate	+60% (Open & Click Rates)
Qualified Leads Generated	+75% (Higher Volume & Quality)
Return on Email Marketing Investment	+100% (Improved ROI)

KEY TAKEAWAY

By aligning email marketing with a permission-based strategy and the right audience, Corollary PR can drive stronger results, improve efficiency, and achieve long-term growth.

KRISTINA PERSALL
MARKETING STRATEGIST

09

EXPECTED OUTCOMES & NEXT STEPS

EMAIL MARKETING
CASE STUDY

By implementing a strategic, permission-based email marketing approach, Corollary PR will improve performance across key metrics and build a strong foundation for long-term growth.

EXPECTED OUTCOMES

Higher-Quality Leads Attract the right audience and improve lead quality.	+50%	Lead-to-Customer Conversion Rate
Lower Acquisition Costs Reduce spending on purchased lists and inefficiencies.	-30%	Cost per Lead
Improved Customer Value Nurture leads effectively to increase customer value.	-40%	Cost per Client
Stronger Engagement Deliver relevant content that resonates with subscribers.	+60%	Newsletter Engagement Rate
Increased Lead Volume Generate more qualified leads through targeted strategies.	+75%	Qualified Leads Generated
Better Return on Investment Optimize marketing efforts for maximum ROI.	+100%	Return on Email Marketing Investment

NEXT STEPS

01 AUDIENCE RESEARCH
Conduct deeper research to refine ICP and segment the audience.

02 CONTENT PLANNING
Develop a content strategy tailored to each segment's needs and interests.

03 CAMPAIGN DEVELOPMENT
Create and test permission-based email campaigns with compelling CTAs.

04 AUTOMATE & NURTURE
Implement automated workflows to nurture leads and build relationships.

05 MONITOR & OPTIMIZE
Track performance, analyze results, and continuously optimize campaigns.

THE PATH FORWARD

"By shifting to a strategic, permission-based approach, Corollary PR will not only improve email marketing performance but also build stronger relationships with the right audience, leading to sustainable growth and long-term business success."

KEY TAKEAWAY

A strategic, data-driven, permission-based email marketing approach will position Corollary PR for sustainable growth, stronger client relationships, and measurable success.

KRISTINA PERSALL
MARKETING STRATEGIST

10

CONCLUSION & KEY TAKEAWAYS

EMAIL MARKETING
CASE STUDY

Corollary PR's investment in email marketing has delivered value, but a strategic shift is needed to maximize results and drive long-term growth.

KEY TAKEAWAYS

1. PERFORMANCE DECLINED
Year-over-Year performance declined across all key metrics, despite continued investment in email marketing.

2. AUDIENCE MISALIGNMENT
Purchased email lists did not align with the ideal client profile, resulting in low engagement and poor lead quality.

3. STRATEGIC SHIFT NEEDED
A permission-based, data-driven email marketing strategy focused on relevance and engagement is essential.

4. SIGNIFICANT OPPORTUNITY
By aligning with the right audience and implementing strategic workflows, Corollary PR can improve results and reduce costs.

5. LONG-TERM GROWTH POTENTIAL
A strategic approach will build stronger relationships, increase customer value, and drive sustainable growth.

THE BIG PICTURE



KNOW YOUR AUDIENCE
Understand and connect with the right audience through permission-based methods.

DELIVER RELEVANT CONTENT
Create and deliver personalized, valuable content that addresses their needs and challenges.

ENGAGE & NURTURE
Build trust and relationships through engaging campaigns and automated workflows.

CONVERT & ADD VALUE
Convert engaged leads into loyal clients and increase their long-term value.

DRIVE SUSTAINABLE GROWTH
Achieve measurable results, reduce costs, and drive sustainable business success.

By shifting to a strategic, permission-based email marketing approach, Corollary PR can turn email into a powerful driver of growth and lasting success.

KEY TAKEAWAY

The data is clear: a strategic shift in email marketing is not just recommended—it's essential for Corollary PR to achieve better results, higher ROI, and long-term growth.

THE RIGHT STRATEGY.
THE RIGHT AUDIENCE.
REAL RESULTS.

KRISTINA PERSALL
MARKETING STRATEGIST