



Case Study - Flavor.

Flavor.

AN INTEGRATED SAMPLING AGENCY

 **CLIENT:** Flavor.

 **INDUSTRY:**
Marketing & Advertising

Bant.io really nailed it, taking the brief that we gave them and delivering a powerful lead generation campaign that made it look easy. We were very impressed just by the creative assets that they delivered, and we're pleased to be able to say that the results speak for themselves. Consider us happy customers!



James Sheerin
Business
Development Lead

52%

Open Rate

12%

Response Rate

12%

Opportunity Rate

Customer story

Flavor specialises in helping brands to create effective sampling campaigns to drive efficiencies when it comes to targeting, relevance, measurement and ROI. They specialise in providing a wide range of data sampling techniques including social sampling, guerrilla sampling and brand to hand sampling.

When they approached Bant.io, we responded by creating a comprehensive campaign that reached a variety of industries from the consumer space. This provides their clients with a serious competitive advantage, and so much of the hard work had already been done for us. All we had to do was to show people how Flavor could help them.

Flavor was an interesting client which allowed us to flex our creative muscles and to work on more playful advertising and messaging, reaching 2,650 potential clients via two email sequences. With a 52% open rate and a 12% response rate, we were able to generate 50 leads for Flavor to follow up with.

Problem

Flavor needed help enhancing its presence in the UK market by reaching out to potential leads from the consumer space.

Solution

- 2650 prospective clients reached
- 2 email sequences developed
- 1 A/B test performed

Campaign Results

- 52% Open Rate
- 12% Response Rate
- 12% Conversions to Opportunities
- 40 Hot Leads