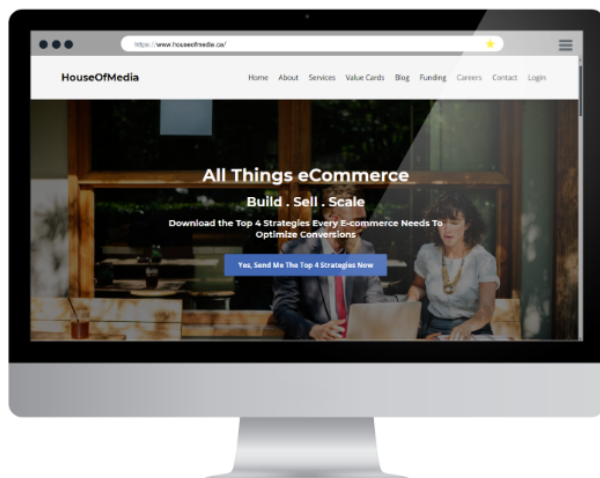


House of Media Case Study



Headed up by entrepreneur Jessica Jubran, House of Media is all about providing expertise in the field of business, sales and marketing. By bringing her entrepreneurial mind to her clients' businesses, Jessica and her team at House of Media pride themselves on their ability to deliver measurable results.

This meant that we were a match made in heaven, because they understood our approach and shared our commitment to measurable marketing. House of Media say that what they care most about when working with their clients is the results they achieve as a measure of success, and we were more than happy for them to hold us up to the same high standards.

We worked closely with House of Media to develop a range of bespoke messaging that targeted different audiences in Canada, the United States and the United Kingdom, ultimately reaching over 6,700 potential clients with two email sequences and ten A/B tests. The end result was a total of 63 red hot leads which the company has already started to convert.

HouseOfMedia

Client: House of Media

Problem:

House of Media approached Bant.io to ask for help growing their business by attracting more customers from Canada, the US and the UK.

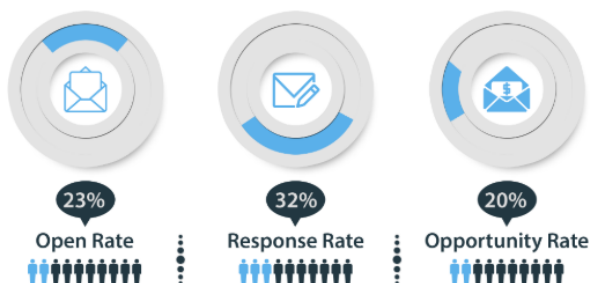
Solution:

6766 prospective clients reached;
2 email sequences developed;
10 A/B tests performed.

Campaign Results:

23% Open rate;
32% Response rate;
20% Conversions to Opportunities;
63 Hot Leads.

House of Media Campaign Results



"Thanks, Bant.io! We were very happy with the results that the campaign received, and we were particularly impressed by the 28,000 impressions and 26 conversions from the retargeting campaign. Bring on the future and the work we'll continue to do together!"



Jessica Jubran - Owner