

Objectives

Bolder Band was looking for a way to boost email lead generation while also increasing sales conversions and maximize the effectiveness of Facebook and Google Adwords campaigns.

Solutions

Bolder Band implemented multiple promotional offers and saw huge success with a gift with purchase promotion. Conveniently, Justuno syncs new email leads to their email marketing service, Infusionsoft.



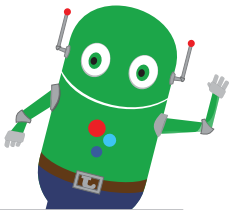
18%
of shoppers who viewed the pop up received coupons.



40,738
new email leads

Facebook and Google Adwords Optimization

Bolder Band's targeted promotion was only presented to new visitors coming from Facebook and Adwords links. Here are their results:



1,973
new emails in just 20 days



15%
of visitors that viewed the promotion became new email subscribers

Black Friday and Cyber Monday,

Implementing a similar promotional strategy on a Black Friday and Cyber Monday, visitors were presented with a pop up offering free shipping, 3 Bolder lip balm tubes, and a surprise gift. Bolder Band collected 7,200 emails in the 4 days of running the promotion.



Justuno is the premier on site sales and marketing tool that converts your website's traffic into email subscribers, social fans, and sales through the use of incentivized pop up promotions. Visitors subscribe to your mailing list or perform a social action in exchange for an instant promo code presented on site. Justuno easily installs on any website and integrates with your email marketing service as well as your shopping cart platform.

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