

# NY EMAIL SUCCESSSES



## 2015

### Reactivation Emails

On 2/1/14, NYDEC moved from calendar year license to 365. Licenses purchased prior expired on 9/30/14. In 2015, emails were sent to lapsed license holders.

#### Results

**96,071**

Total Emails  
Sent

4.18%  
Average  
Response  
Rate

4,582  
Licenses  
Purchased

**\$134,958** TOTAL REVENUE



## 2016

### Retention Emails

Starting in May 2016, monthly emails were sent to those with an annual license expiring that month.

May 2016 - January 2017

**42,188 emails**

#### Results

50%  
Avg Open Rate

15%  
Click Through  
Rate

**\$73,948**

Lift Revenue

5.5% Lift

Those receiving  
email were 1.5  
times more likely  
to renew within  
15 days.

**\$220,452** TOTAL REVENUE