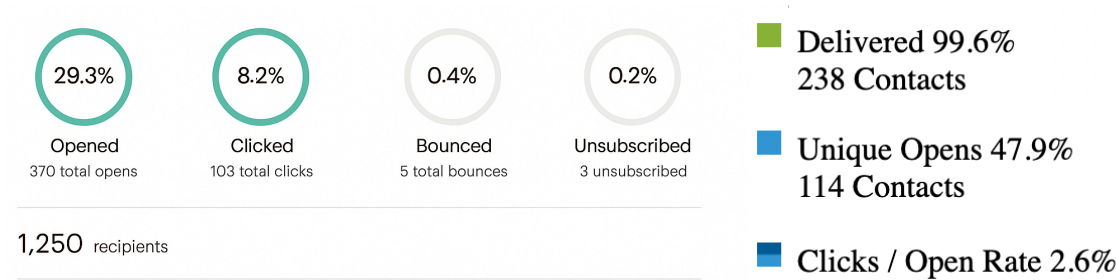


# REAL RESULTS

## EMAIL MARKETING

Objective: Increase engagement and conversions through a strategic email campaign.  
Results below show strong performance above industry benchmarks.



A "good" CLICK RATE for email marketing typically falls in the range of 2% to 5%, although industry benchmarks may vary. Factors such as business size, industry, and the type of emails being sent are all a consideration. (<https://www.salesforce.com/marketing/email/benchmarks/>)

## SOCIAL MEDIA

TikTok Insights dashboard showing rapid growth and strong video performance.

