

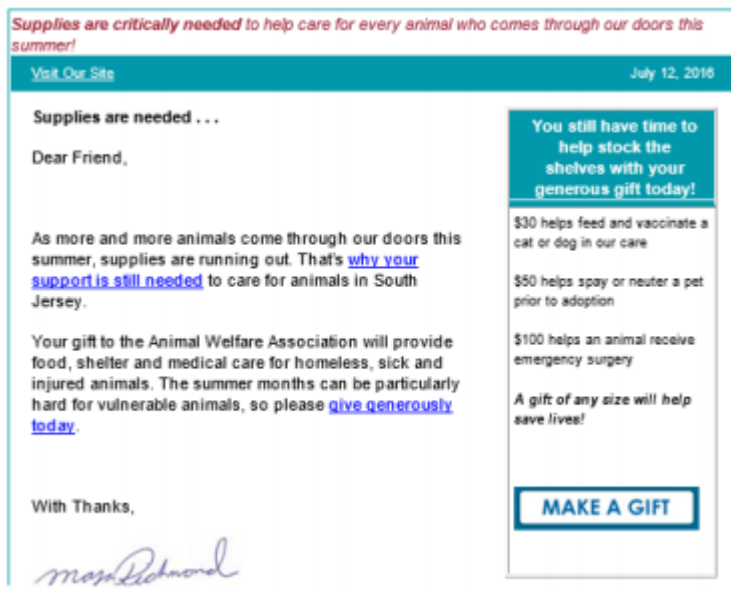
## Challenge:

Animal Welfare Association had a large database of emails, but the open rates and income generated from these emails was very low. They wanted to generate more income from their email database to maximize their efforts and increase the total number of animals they could save each year.

**Open Rate 9% | Donations \$100**

## Solution:

After reviewing the emails from the past, we recommended a new email design, good imagery, a clear Call-To-Action, and a new subject line.



## Results:

The email open rate increased to **15%** and total donations increased to **\$1050!**

