

# Email Campaign

**Client:** Frontier Asset Management      **Industry:** Financial

## Opportunity

Frontier Asset Management (FAM) engaged Kinetic three years ago hoping to take its firm to the next level. FAM needed to get in front of its potential clients with quality messaging and educational content that resonated with and provided value to advisors. At the time, Frontier was managing \$2 billion in assets and had their sights set on \$3 billion.

## Actions

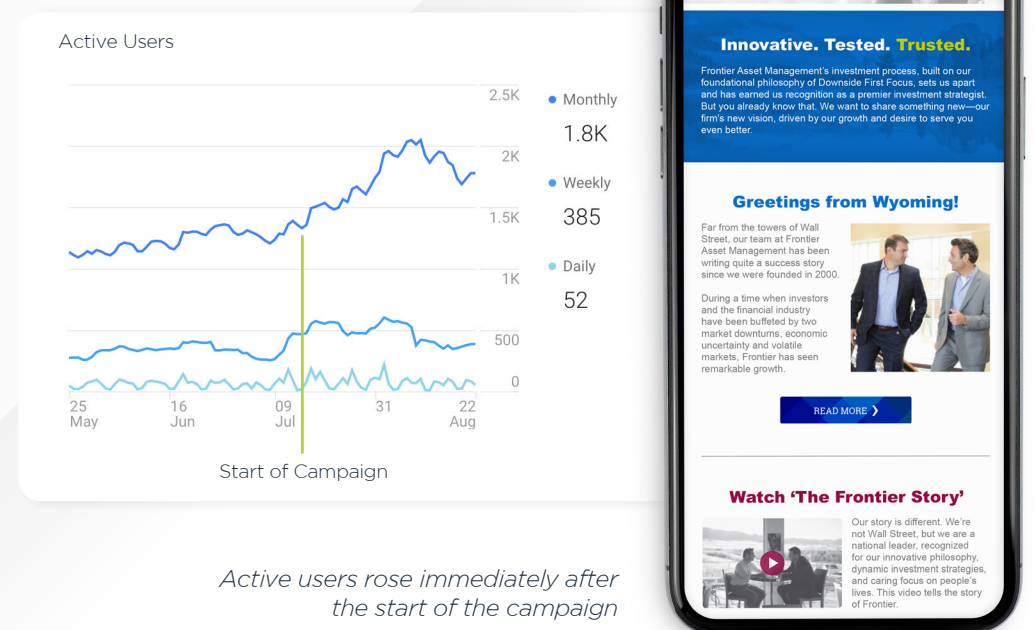
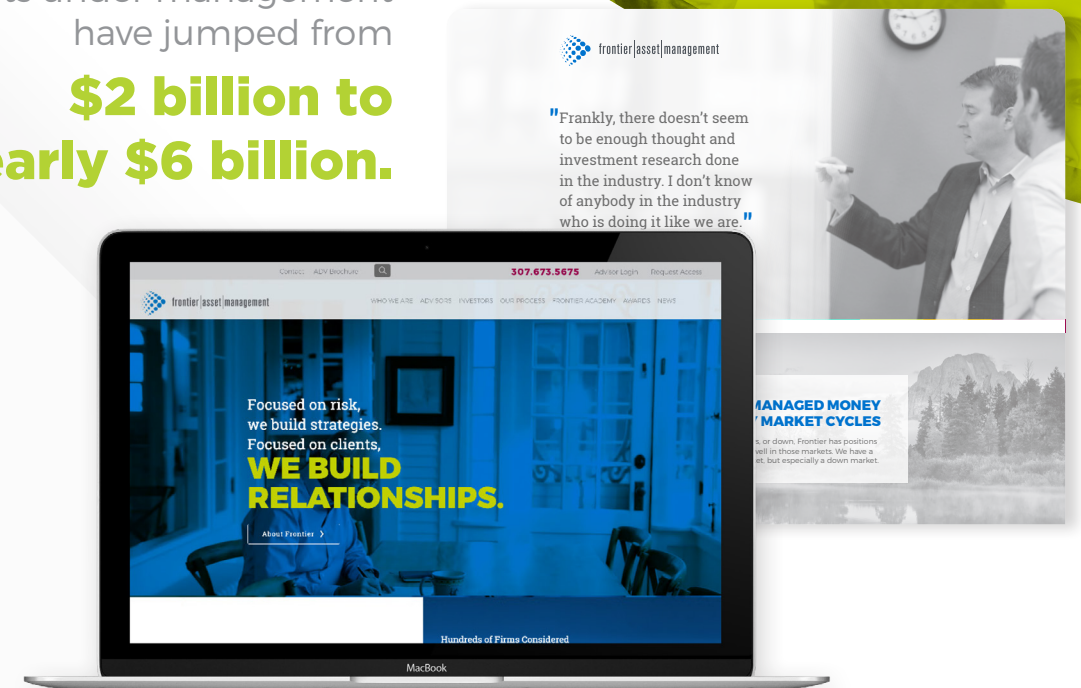
Using information obtained through primary research, Kinetic developed a content strategy and executed a six-week campaign utilizing a series of four emails, two landing pages and one new industry educational website. Two unique campaigns were developed to target both advisors familiar with Frontier and advisors who have never before been in contact with Frontier. The initial campaign reached over 12,000 individuals.

## Results

Today, Frontier is sitting at nearly \$6B in assets under management and now has a nation-wide reputation and have been acknowledged within the media with awards and a doubling of business.

This email/digital marketing campaign was data-driven and outcomes were tangibly measured. We found an overall increase in open rates by nearly 5% as well as an improvement in currency transaction reports (CTRs). After a year, the campaign is still proving positive results for the company. A total of nearly 1,700 advisors have become customers through the campaign, providing a cost per sales persona of \$16.35.

Assets under management  
have jumped from  
**\$2 billion to  
nearly \$6 billion.**



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Active users rose immediately after  
the start of the campaign