CASE STUDY

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.

"Frankly, there doesn't seem to be enough thought and investment research done in the industry. I don't know of anybody in the industry who is doing it like we are."

🔅 frontier asset management



Focused on clients,

TIONSHIPS



ANAGED MONEY MARKET CYCLES

Frontier Asset Management's investment process, built on our foundational philosophy of Downside First Focus, sets us apart and has earned us recognition as a premier investment strategist. But you already know that. We want to share something new—our firm's new vision, driven by our growth and desire to serve you even better.

Greetings from Wyoming

Far from the towers of Wall Street, our team at Frontier Asset Management has been writing quite a success story since was were founded in 2000. During a time when investors and the financial industry have been buffeld by two market downturns, economic uncertainty and volatile

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Watch 'The Frontier Story



Active users rose immediately after the start of the campaign