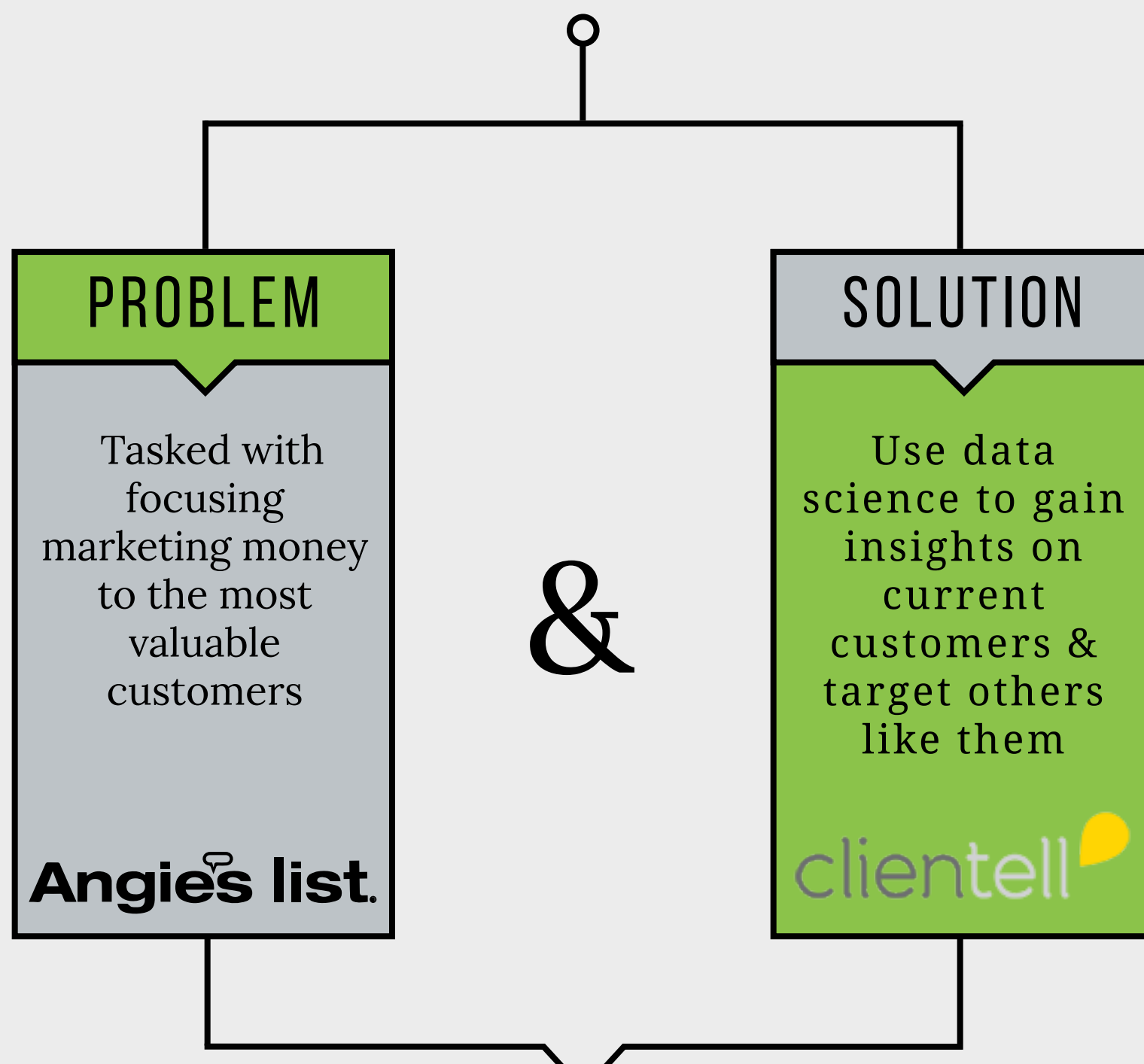
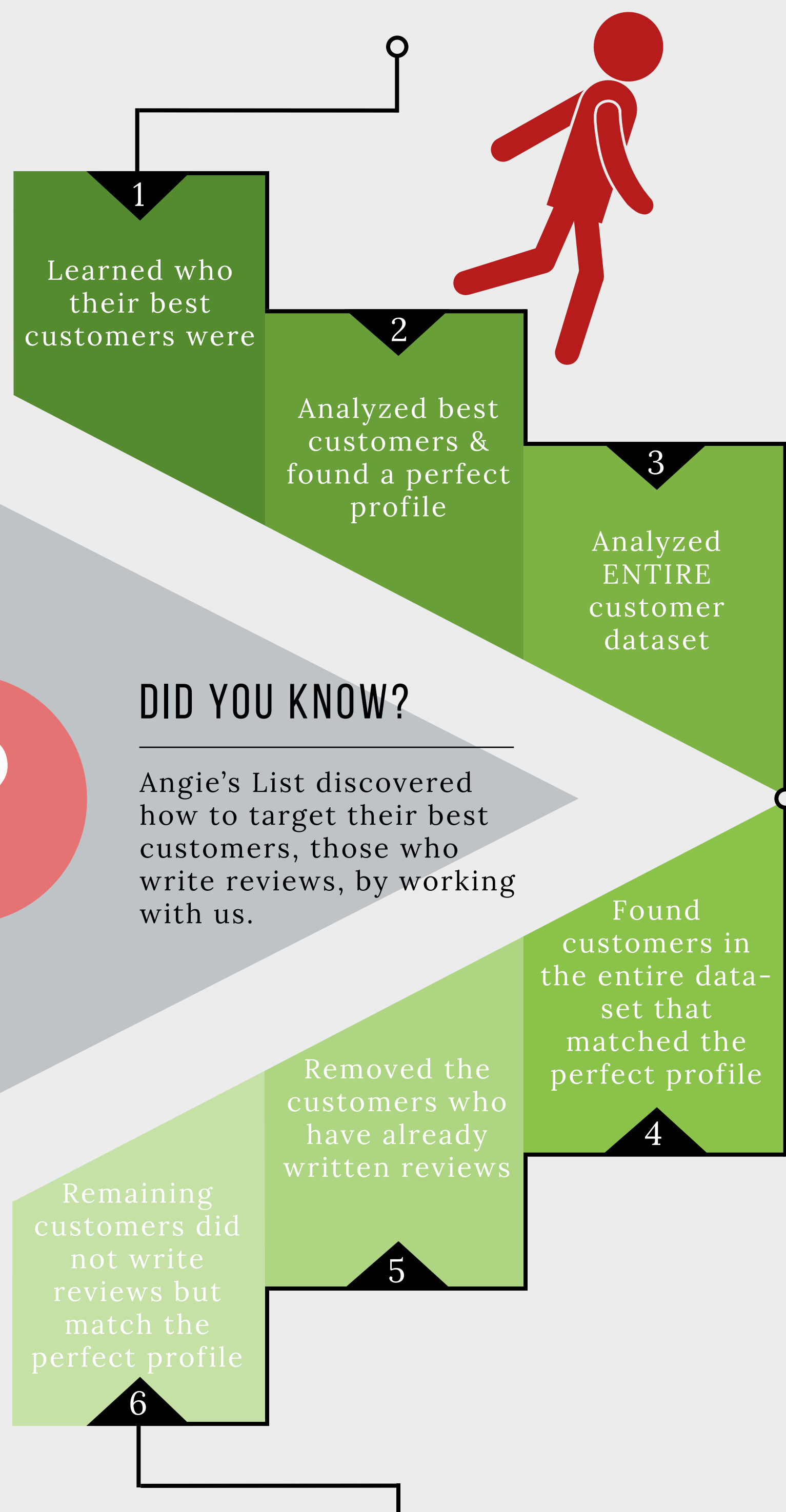


# HOW ANGIE'S LIST INCREASED RESPONSE 30%

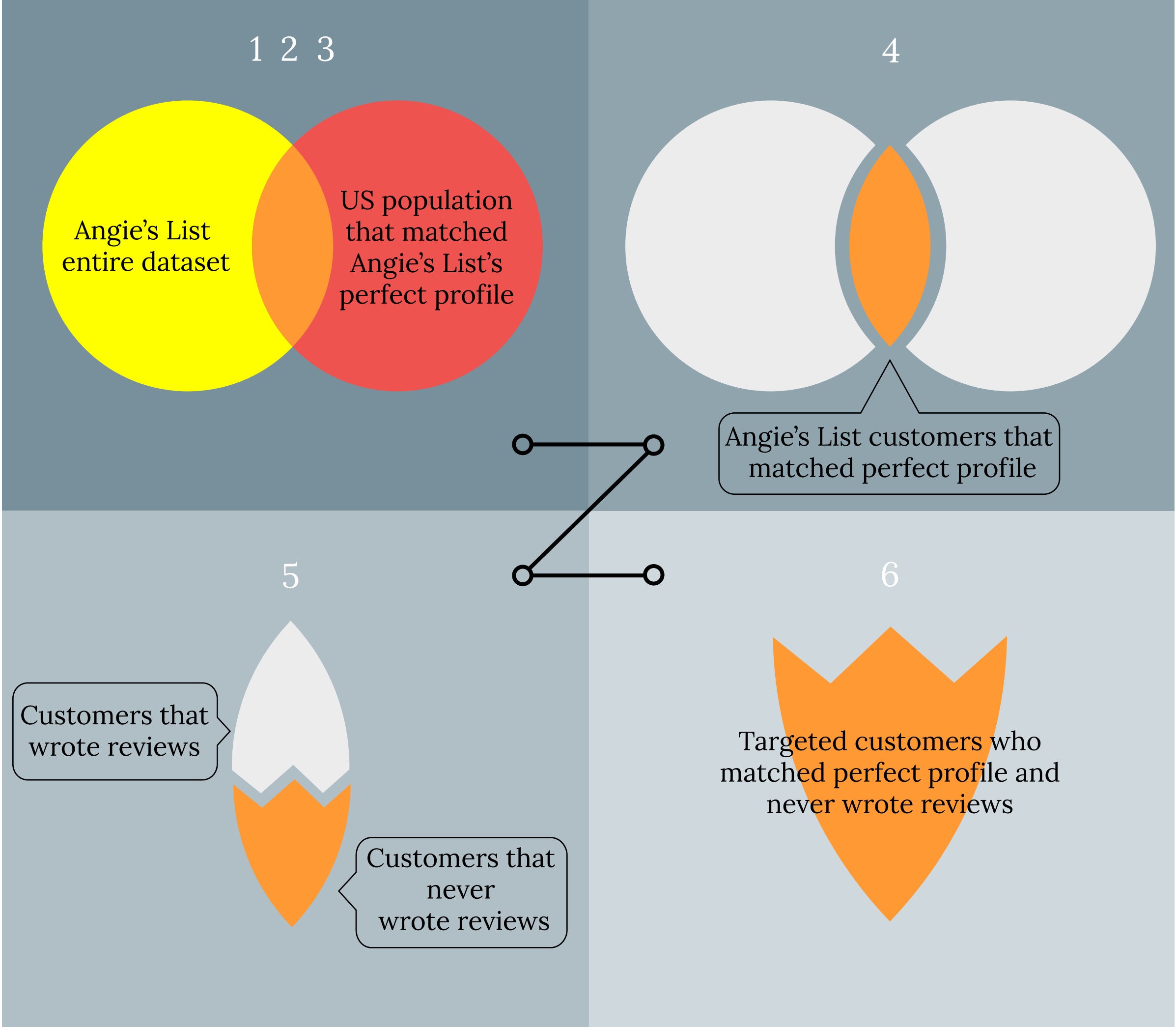
## THE SCENARIO



## THE STEPS



## CLOSER LOOK



## OUTREACH

NEXT, ANGIE'S LIST TARGETED THE CUSTOMERS, WHO MATCHED THE PERFECT PROFILE WITH A HIGH PROPENSITY\*, WITH 2 OUTREACH METHODS

1. EMAIL 
2. PHONE 

### \*DEFINITION

**Propensity:** a prospects likelihood or willingness to purchase.

In this case, it is a current customers likelihood to write a review. 

## THE RESULT



After contacting customers with high propensity they improved their marketing response by 30%