

CASE STUDY:



GROW MORE FULL APPLICATIONS

Challenge

Cowan wanted to see an increase in the amount of full applications they received.

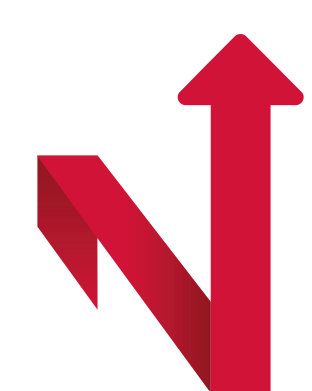
Solution

Cowan implemented Lead Assist to help nurture their leads and drive more full applications. The Conversion team implemented a strategic drip campaign to drivers who had filled out a short form, added a link to the full application in their follow-up SMS and email messages to candidates, and added leads from other sources into the drip campaigns to gain more full apps.

Results

220 more full apps in just one month.

Request:
Increase the amount of full applications received



CONVERSIONIA.COM