INSIGHT

The months between when a vehicle is revealed and when it’s available for purchase can often be a dead zone. Limited information can cause interested customers (hand-raisers) to go “cold” and consider other brands. How can we make those months the most informative and exciting of all?

IDEA

Despite not having a physical vehicle, we kept our hand-raisers hooked with 3 distinct CRM campaigns that supported the launches of Escalade, V-Series Blackwing and all-electric LYRIQ. Each campaign offered exclusive storytelling from Cadillac designers and engineers, keeping hungry hand-raisers satisfied with multi-touch email cadences, campaign websites, video interviews and stunning portraiture.

RESULTS

With Open and PCTO rates well above the benchmark for all 3 campaigns, we surpassed expected engagement, effectively turning emails into dopamine hits that built desire and future ownership for Cadillac vehicles—sight unseen.

EMAIL CADENCE

- **ESCALADE MAKERS SERIES**
  - 627K+ Emails Sent
  - +46% Open Rate
  - +17% Above Benchmark

- **BLACKWING PIT CREW**
  - 245K+ Emails Sent
  - +49% Open Rate
  - +18% Above Benchmark

- **LYRIQ CREATOR SERIES**
  - 641K+ Emails Sent
  - +52% Open Rate
  - +19% Above Benchmark

LANDING PAGE