

Get better Return On Investment with CleanHub



Get Better R.O.I with CleanHub

Marketing is the single most important activity in raising your brand's profile and getting your business in front of potential customers.

Brands worldwide spend trillions annually, hoping to get maximum return on investment and hit increasingly ambitious targets.

But budgets are being squeezed, and marketers are being asked to do more with less. Sound familiar?

This mini case study will show you how you can use your ad budget more wisely, and get better ROI, all while having a positive impact on the world - with CleanHub.

To get you into the groove - here are some major numbers on advertising worldwide:

\$209.5 B

Google's ad revenue
in 2021

\$84 B

Facebook's ad revenue
in 2021

\$3 B

Twitter's ad revenue
in 2021

8%

Growth of ad spending
in 2022

+\$1 T

Worldwide ad spending
expected to surpass in 2026



Massive budgets floating into the pockets of these big players - but what's in it for you if you're not getting the results you want?

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We conducted an experiment with one of our customers, an ethically focused DE market cosmetics brand, to see how they could use their partnership with CleanHub to build brand, increase engagement, and drive retention and revenue.

The thesis was inspired by our latest [Clean Oceans Survey](#), which found that the use of plastic and the amount of packaging are the biggest environmental concerns for consumers when they consider buying a product - and they want brands to take action.

Here is how the experiment turned out.

The 2-Step Impact Mail Campaign

We created a 2-step mail campaign. Our goal was to increase engagement and revenue by creating compelling and transparent communication about the CleanHub partnership and the plastic collection directly connected to customers' purchases.

Transparency of the plastic collection was given through CleanHub data, so the customers could link their purchase to an environmental impact directly.

1st email

'Thank you and Announcement'

After purchasing on the brand's homepage, the customer received an email, promising to collect plastic waste through CleanHub on their behalf and explaining the CleanHub partnership.



Our CleanHub Partnership

Dear customer,



How our plastic collection works:



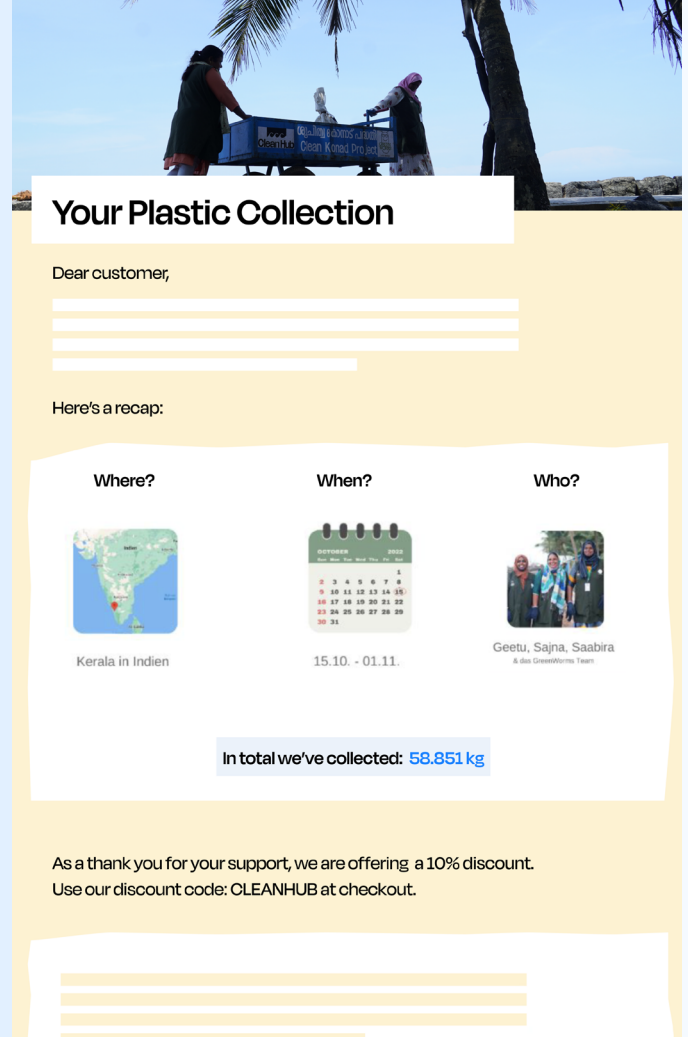
2nd email

'Your Plastic has been collected'

A second email was sent four weeks after their purchase, communicating that 'their' plastic' had successfully been collected and thanking them for their direct impact on clean oceans.

We made sure to emphasize the transparency of collection and show exactly: where, when, and by whom the plastic had been collected.

As well as showcase the total volume of all-time collected plastic on behalf of the brand's customers.



Measurable Return on Investment

The campaign performed above the brand's expectations, with the most valuable insights being:

- 1** The majority of customers opened the 2nd email because of the subject: **'Your plastic has been collected'**.
- 2** The opening rate was **17% higher than average** (average is 35%), which is great indicator of consumer re-engagement for their marketing manager: **"This is huge given how close we are to Black Friday".***
- 3** The re-purchase rate was a lot higher than the brand's expectation: **3x faster than usually.**
- 4** Customers re-purchased because they felt they were having an immediate **impact on the environment.**

**Disclaimer: the marketing campaign was sent out during the run-up to Black Friday period - the brand expects this kind of campaign to perform even better throughout the year when there are not so many marketing emails flying about.*

Ready to take action on the health of our planet and max out your ROI?

Get in touch with nicole@cleanhub.com