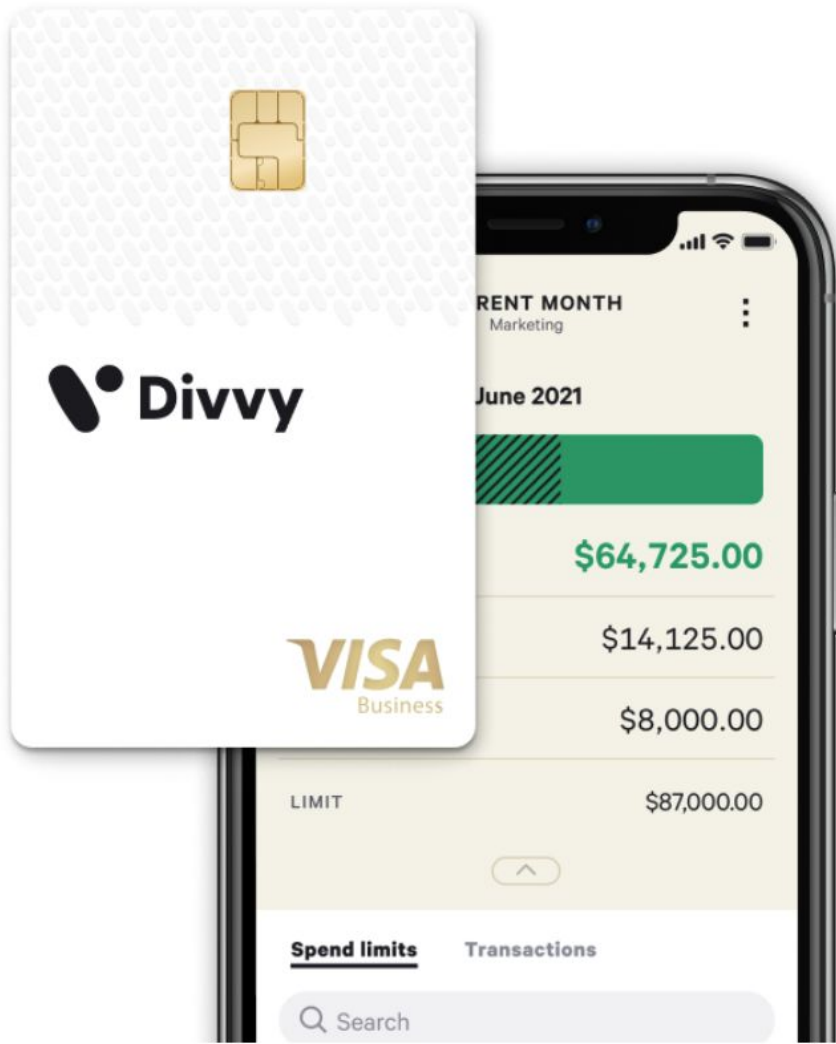




**Increasing Email Web Traffic by +736%  
YoY with Audience Segmentation**

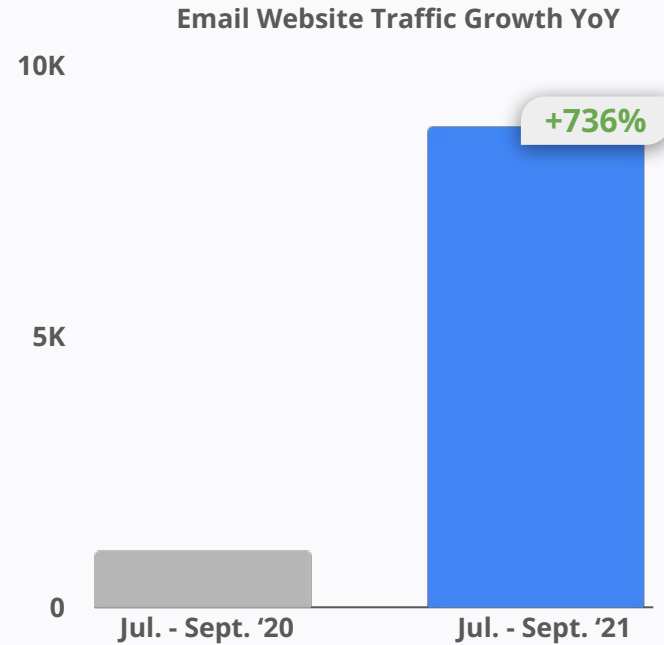
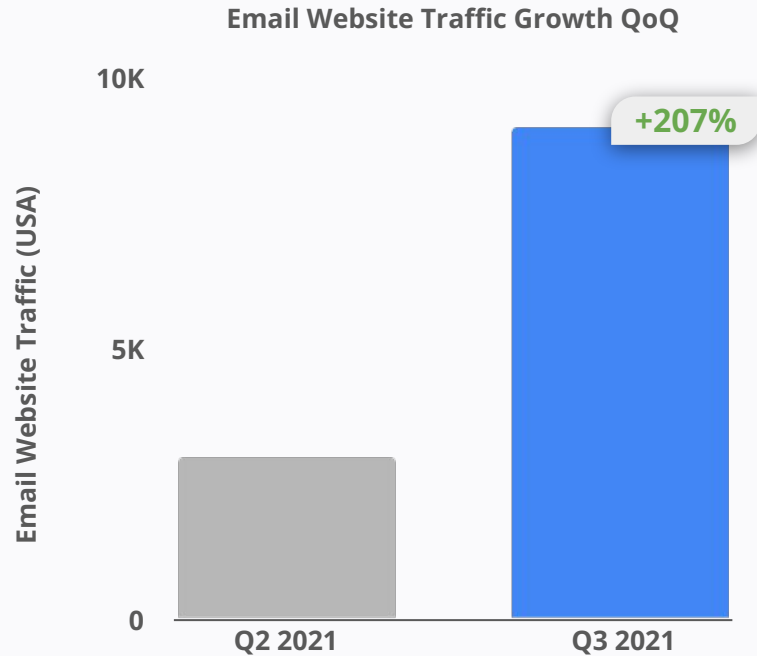
**Financial Services**



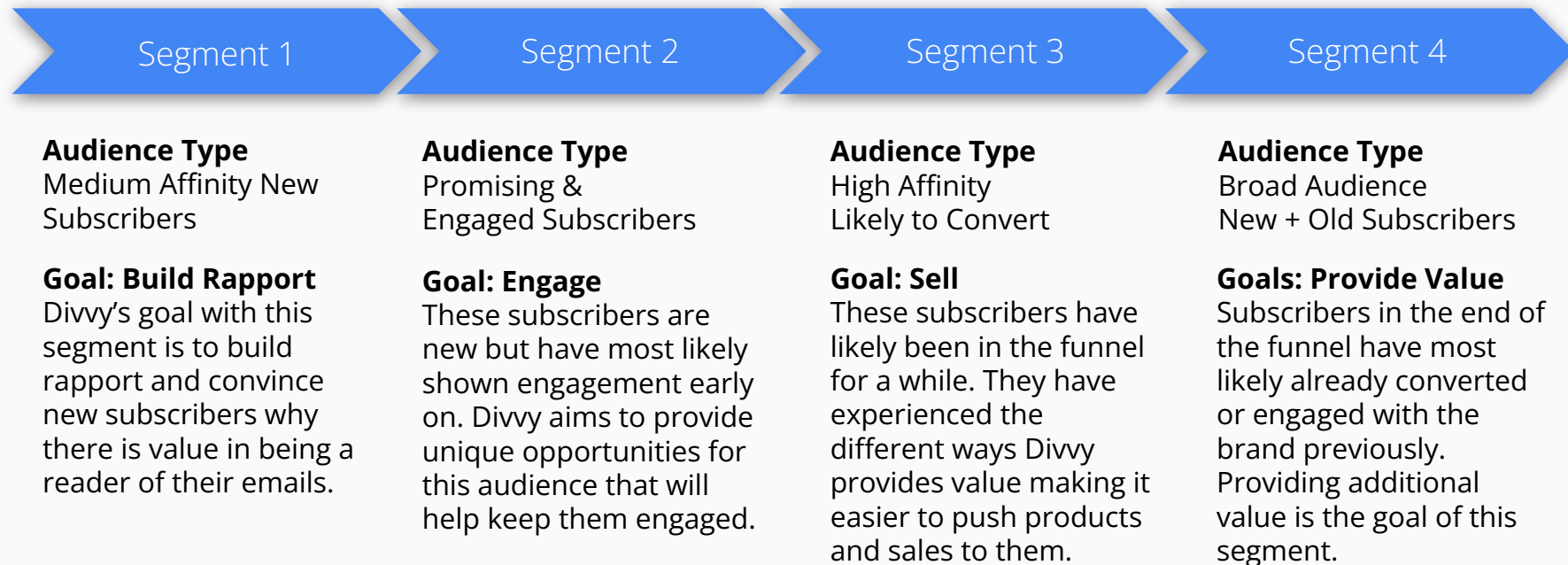
[Divvy](#) is an expense management and budgeting software dedicated to working with businesses to meet their goals and stay on track of their fiscal year.

As part of Divvy's email marketing strategy, they employ four main audience segmentations to help target subscribers for specific purposes based on their journey in the email funnel.

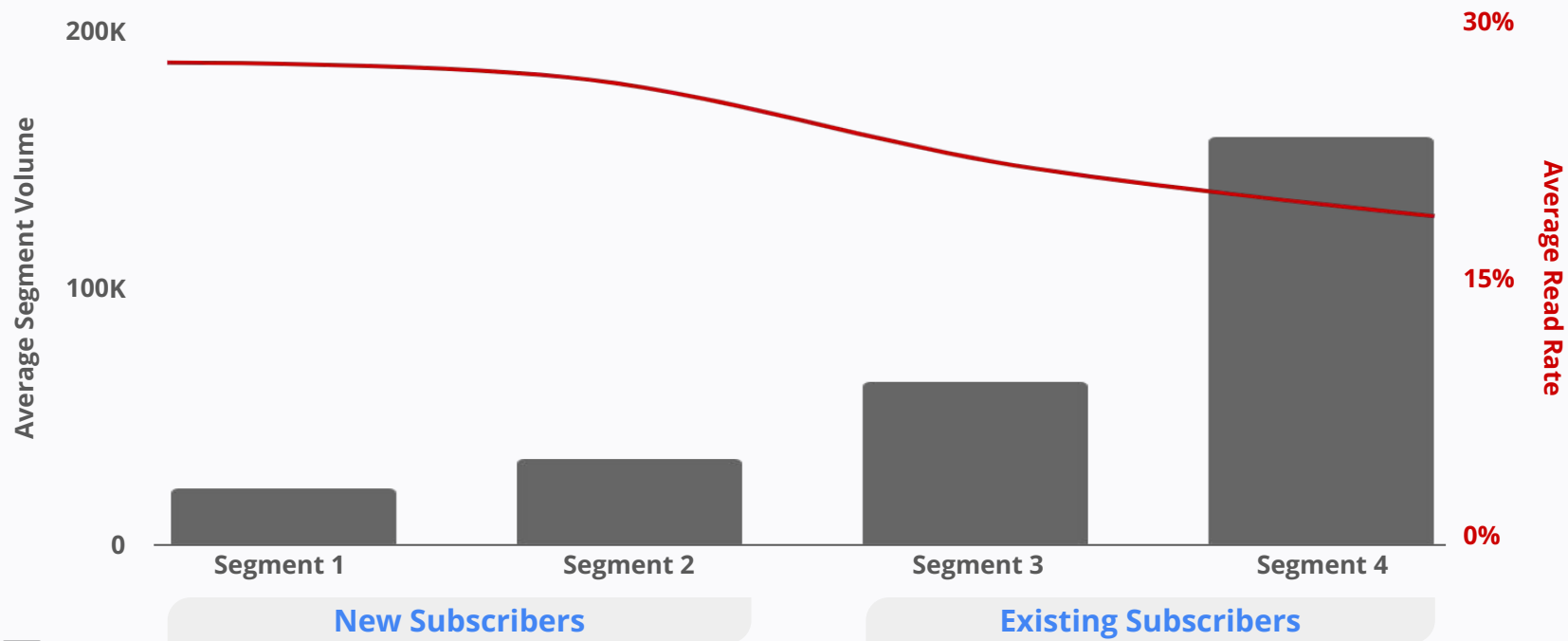
Divvy has seen a large growth in traffic to the website from email marketing from Q2 2021 to Q3 2021 (+207%) and YoY (+736%).



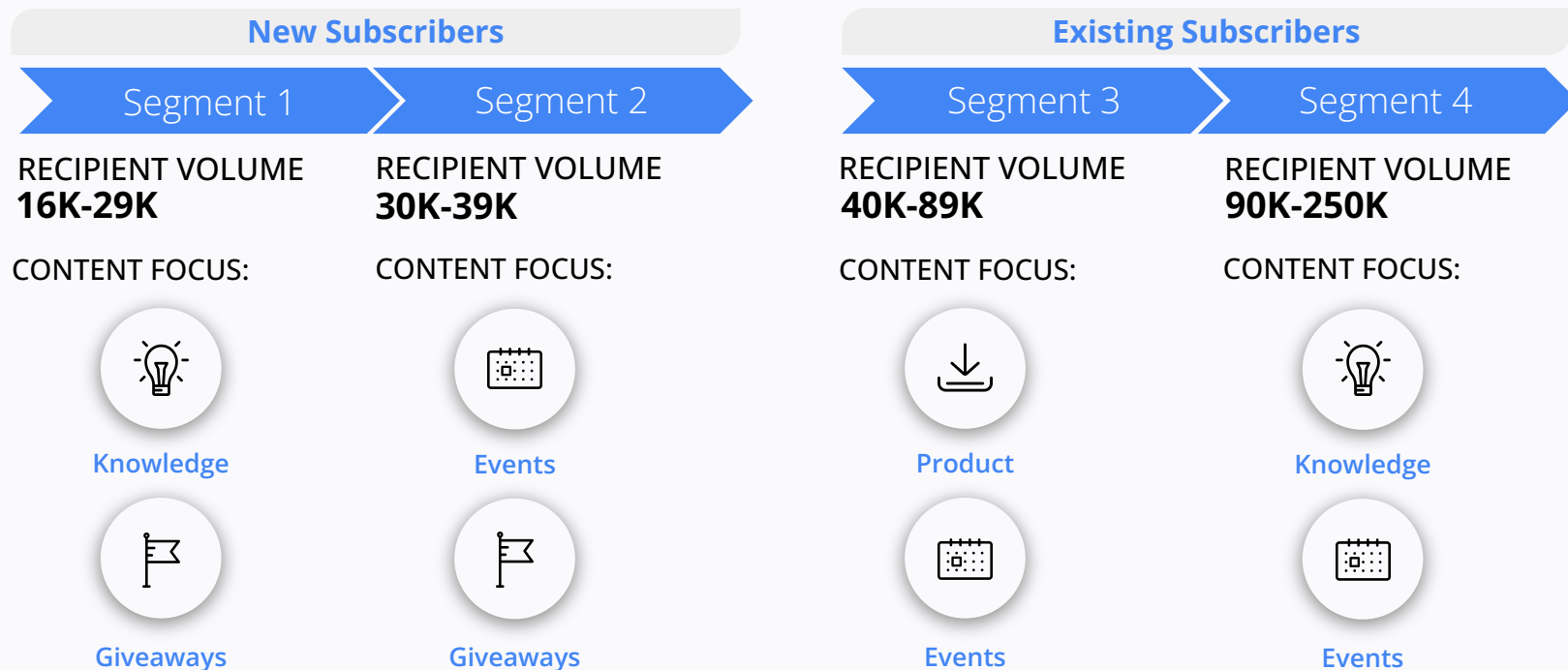
The increase in web traffic from email marketing may be attributed to Divvy's segmentation strategy that reaches subscribers in a tactical way based on audience affinity.



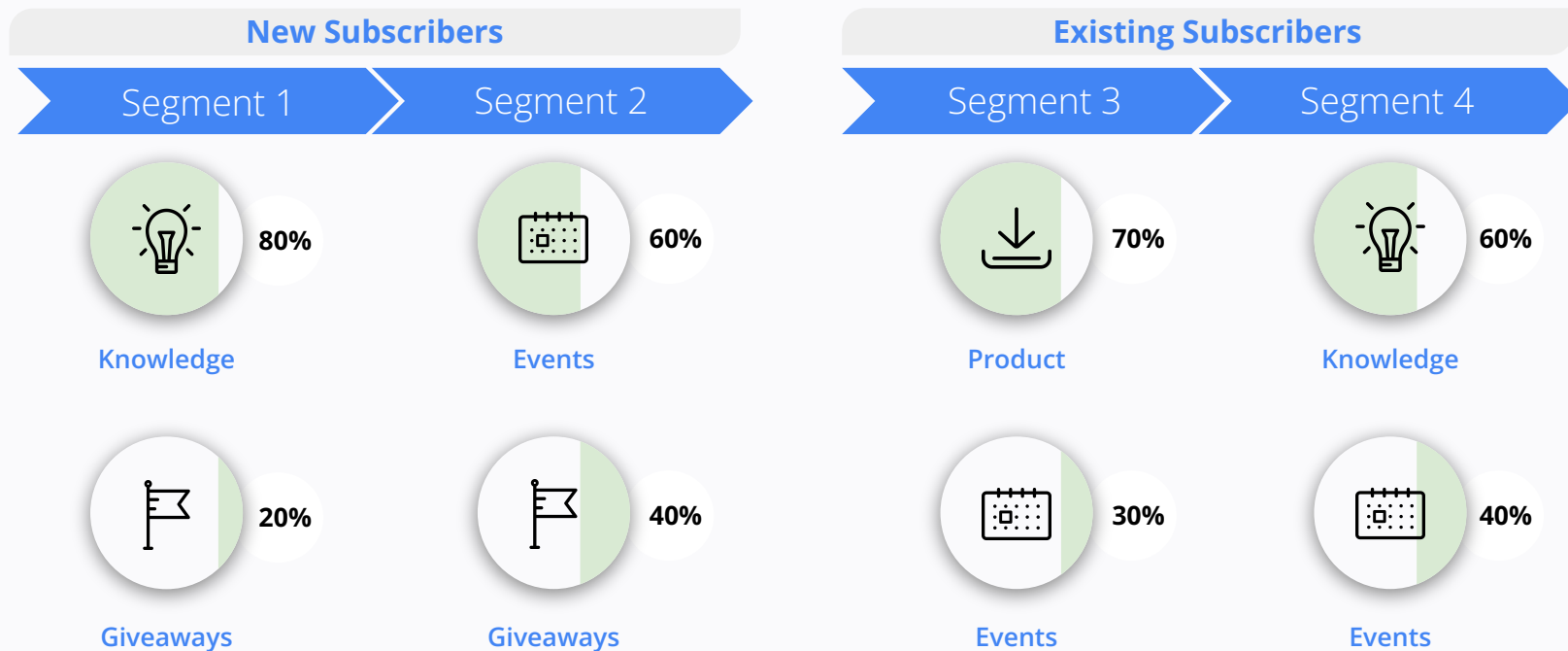
Divvy is able to maintain higher read rates among new subscribers by segmenting them into smaller groups and leveraging giveaways and educational content. Subscribers who have been around for longer or have already converted are emailed in larger segments leading to lower read rates.

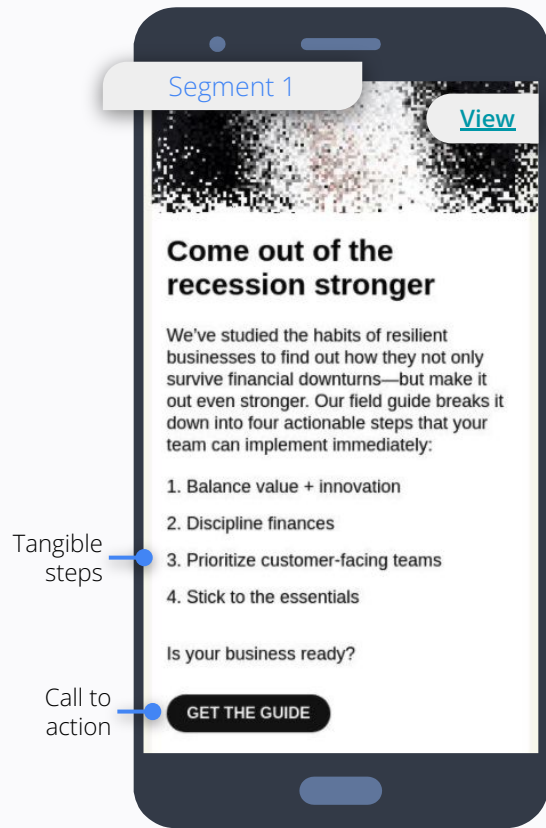


Divvy's four segments fall into two main categories targeting new and existing subscribers to meet different needs when updating readers.



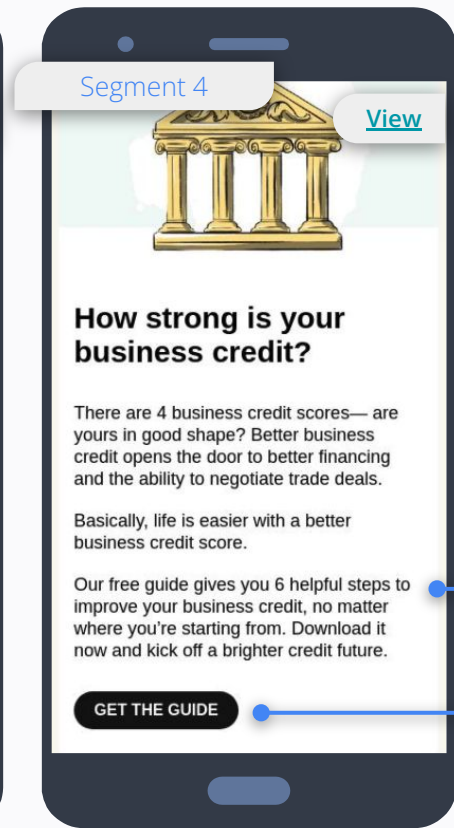
Email content categories fall across knowledge, giveaways, product updates and events.





#### SUBJECT LINE

4 ways to bounce back from a recession



#### SUBJECT LINE

6 steps to improve your business credit scores



### Knowledge

The knowledge content category addresses emails that feature articles or guides aiming to help improve a subscriber's financial learning.

In both the earliest and latest subscriber stages, knowledge content is the majority of emails that are sent out to readers.

The calls to action focus on downloading guides or visiting blog pages. Subject lines offer a tangible number of tactics to help guide the reader such as "4 ways to bounce back from a recession".



## Segment 1



[View](#)

Hector Garcia

We are just as big of fans of Hector Garcia as you are! As a way to say thank you for subscribing to his course, we are giving out \$50 Amazon Gift cards!

To get your gift card, simply register below to watch a quick, 15-minute demo of Divvy—the free expense management solution—and after the demo, we'll send you your \$50 Amazon Gift Card!

Talk to you soon!

The Divvy Team

[REGISTER NOW](#)

The "Ask" & Reward

Call to action

### SUBJECT LINE

Free \$50 Amazon GC for Hector Garcia fans!

## Segment 2

[View](#)

Enter to win a free NBA Jersey\*

Learn how Divvy helps businesses automate expense reports, create flexible budgets, and gain scalable credit. Best of all, you'll be entered for a chance to win your choice of a Lakers, Knicks, Celtics, or Heat Jersey.\*

Join us for our live demo webinar on **September 8th at 11:00 AM MST | 1:00 PM EST**. We'll be giving away multiple jerseys during the webinar, so don't miss it!

See you there!

[REGISTER NOW](#)

Card Issued by Cross River Bank, Member FDIC.

\*Terms and conditions apply. [Click here](#) for more details.

The "Ask" & Reward

Call to action

### SUBJECT LINE

LAST CHANCE: [WEBINAR] Live demo and NBA jersey giveaway

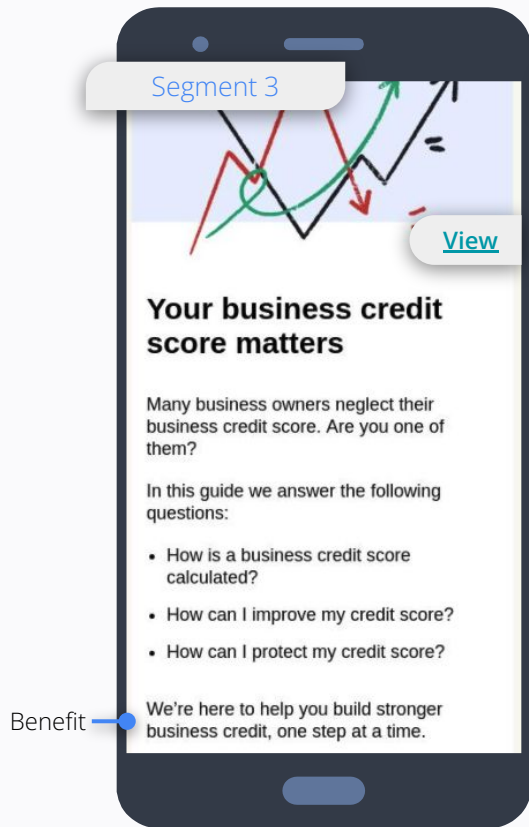


## Giveaways

Giveaway emails make up the rest of the content in segments 1 and 2.

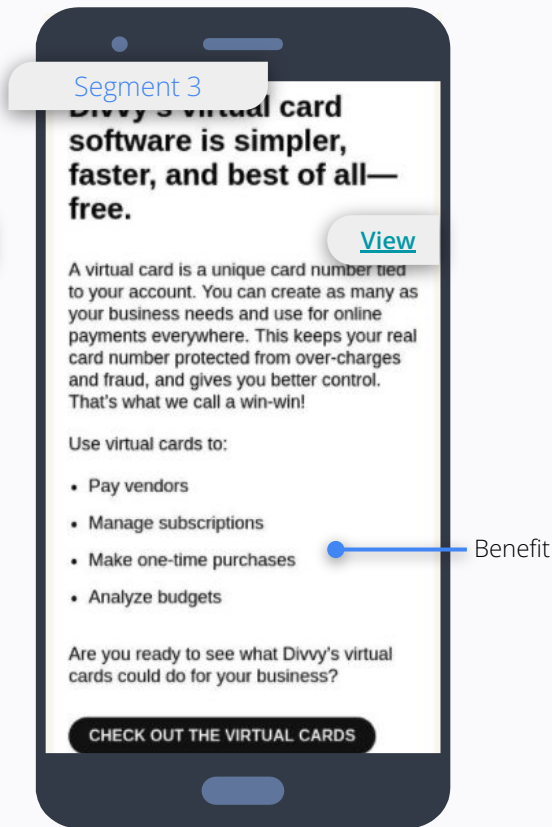
While giveaways are often used as a method to attract new leads for email subscriptions, Divvy leverages giveaways to incentivize readers to attend webinars or sign up for demos.

For new subscribers, Divvy targets fans of [Hector Garcia](#), a financial influencer, to offer them \$50 to Amazon for signing up through his promotions and for completing a demo of the product.



### SUBJECT LINE

Your business credit score 101



### SUBJECT LINE

As many virtual cards as your business needs, free



### Product

While product promotion is subtly integrated into every email, overt focus on the Divvy product itself is found in Segment 3.

Segment 3 is the smallest group with only about three emails sent out from August to September 2021.

Product emails focus on describing the benefits of Divvy offerings and how it can improve the subscriber's business practices.

## Segment 2

[View](#)

First Name  
insert used



We are excited to invite you to our upcoming webinar, How to Build Business Credit with Corporate Cards.

Join us on September 21st at 11:00 AM MDT / 1:00 PM EDT to learn:

- The first steps to take for building business credit
- How corporate charge cards can help you manage spend while increasing your score
- Why you should give more employees their own corporate card

We hope to see you there!

Addressed  
by a person  
on team



Taylor Cutler  
Marketing, Divvy

[getdivvy.com](https://getdivvy.com) • Spend Smarter™

Card Issued by Cross River Bank, Member FDIC.

13707 S 200 W Ste 100 Draper, UT 84020 • Privacy Policy • Terms & Conditions • Unsubscribe

### SUBJECT LINE

Build Business Credit with  
Corporate Cards

## Segment 4

[View](#)



### How to Build Business Credit with Corporate Cards



Join us for a free webinar to learn easy tips and tricks for building and increasing your business credit score, including how you can use corporate cards to your advantage.

**Date:** Tuesday, September 21, 2021  
**Time:** 11:00 AM MDT | 1:00 PM EDT

**REGISTER NOW**

Card Issued by Cross River Bank, Member FDIC.

More direct  
verbiage

Call to  
action

### SUBJECT LINE

How to Increase Your Business  
Credit Score [WEBINAR]



## Events

Divvy strongly promotes and invests time into creating webinars for their subscribers. Event emails are seen the most in Segment 2 to help provide extra value to readers.

To market the same event, early stage and existing subscribers are sent two different emails:

- Segment 2 subscribers have a personalized email that is addressed from a member of the marketing team at Divvy.
- Segment 4 subscribers have a less personal message that focuses more on guiding readers to the call to action.

## Key Takeaways

Divvy is an expense management and budgeting software dedicated to working with businesses to meet their goals and stay on track of their fiscal year. As part of Divvy's email marketing strategy, they employ four main audience segmentations to help target subscribers for specific purposes based on their journey in the email funnel. Divvy has seen a large growth in traffic to the website from email marketing from Q2 2021 to Q3 2021 (+207%) and YoY (+736%) by:

- **Identifying A Funnel:** Divvy's four segments fall into two main categories targeting new subscribers and older subscribers to meet different needs when updating readers. Goals for the four segments include building rapport, engaging, selling and providing value.
- **Leveraging Content:** Emails are tailored to each segment's goals and include four main content categories:
  - **Knowledge:** Emails that feature articles or guides that aim to help improve a subscriber's financial learning.
  - **Giveaway:** Emails that leverage giveaways to incentivize readers to attend webinars or sign up for demos.
  - **Product:** Emails that focus on describing the benefits of Divvy products and what they offer the subscriber.
  - **Event:** Emails that strongly promote webinars for their subscribers to help increase value.