Case Study: Inspired Endurance



 \bowtie Emails captured: 345





The Business

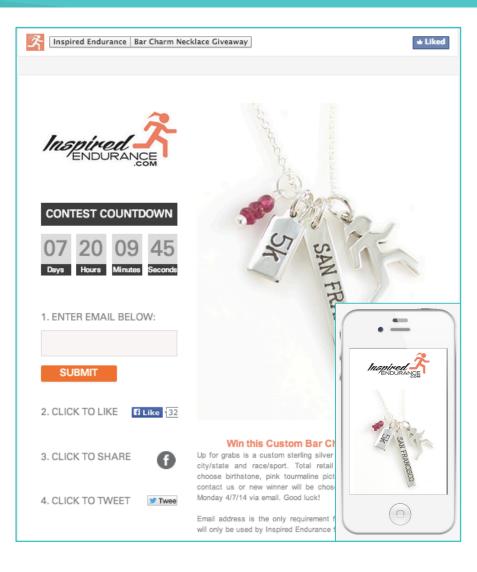
Inspired Endurance was founded in 2007 by Marie Scholl, a former Nurse and avid runner. Through Inspired Endurance, Marie makes and sells running themed jewelry such as earrings, bracelets, charms and pendants that allow women to express

their inner athlete and feel inspired whether it be a race day or just another day at the office.

The Campaign

Marie wanted to build greater awareness for her jewelry and had a goal of connecting better with her social media fans and followers. She decided to use <u>Heyo</u> run a simple sweepstakes and offered up one of her beautiful pieces as a prize. The campaign was a smashing success, garnering 620 impressions and bringing in 345 new email leads for a conversion rate over 55%.

"These results exceeded what I expected – the most popular contest we've run to date! We've used many other platforms like Shortstack and Rafflecopter but they were too technical and had too much downtime to be reliable. Stoked to have found Heyo!" - *Marie Scholl, Owner at Inspired Endurance*



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