

CASE STUDY: PATHFINDER EMAIL AND PUSH NOTIFICATION CAMPAIGNS

KEY STATISTICS

Pathfinder's multi-touchpoint strategy has demonstrated significant success in moving users through the funnel and converting prospects into home buyers. Key metrics from various campaigns include:



Total Deliveries: 98,500



Avg. Open Rate: 36.3%



Avg. Click Rate: 11.7%



**Avg. Conversion Rate:
7.8%**

INTRODUCTION

Pathfinder simplifies home buying through targeted email and push campaigns. They aim to guide users, re-engage them, and connect buyers with lenders. Automatic translation ensures diverse users receive content in their preferred language, boosting engagement.

OBJECTIVES

The primary objectives of Pathfinder's email and push notification campaigns are to:

- Engage potential home buyers and guide them through the initial stages of the home buying process.
- Re-engage users who have shown interest but have become inactive.
- Provide inspiration, tips, and educational content to keep users motivated.
- Connect ready buyers with trusted lenders and ensure they understand the next steps.

CONCLUSION

Pathfinder's email and push notification campaigns are instrumental in guiding users through their home buying journey. By providing valuable content, personalized tips, and practical guidance, Pathfinder ensures users remain engaged, motivated, and well-informed. The ability to re-engage inactive users and connect ready buyers with lenders has solidified Pathfinder's position as a trusted partner in the home buying process.