

Case Study: Inspired Endurance



Impressions: 620



Emails captured: 345



Conversion: 55.6%



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 [Heyo](#) 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

CONTEST COUNTDOWN

07 Days 20 Hours 09 Minutes 45 Seconds

1. ENTER EMAIL BELOW:

SUBMIT

2. CLICK TO LIKE Like 32

3. CLICK TO SHARE

4. CLICK TO TWEET

Win this Custom Bar Charm

Up for grabs is a custom sterling silver bar charm necklace. Total retail value is \$150. Winner will choose city/state and race/sport. Total retail value is \$150. Winner will choose birthstone, pink tourmaline picture, contact us or new winner will be chosen Monday 4/7/14 via email. Good luck!

Email address is the only requirement for this contest. Winner's name and address will only be used by Inspired Endurance.

[Click here to try Heyo for FREE. No credit card required.](#)