



CASE STUDY: ARCAMAX

The Client

ArcaMax Publishing was founded in 2004 with a suite of newsletters that included gardening, pet tips and other home-oriented themes. Today, ArcaMax is a leading provider of news and syndicated features that cover business, entertainment, trivia, health, spirituality, sports and politics. ArcaMax distributes hundreds of features to millions of subscribers via 250 different email newsletters. ArcaMax earns revenue from advertising, which allows all content to be free for readers.



Established in 2004, ArcaMax has a diverse portfolio of publications with a strong, reliable subscriber base.



The Challenge

To find consistently reliable, non-redundant, profitable "workhorse" channels for customer acquisition across all the ArcaMax publication areas.



The Solution

Flatiron developed innovative ad placements for subscription offers using a double opt-in subscription process.

Results

“ Flatiron has been providing ArcaMax with a reliable customer acquisition stream since 2013. In an industry that can be very volatile, Flatiron is exceptional – who they are is the piece sets them apart. **The data we receive from them is quality – day in, and day out, year over year.** Flatiron's very reliable data hygiene, reputable channels and trusted people makes working with Flatiron easy and valuable. Their comprehension of customer acquisition is an asset – they have delivered us profitable opportunities we wouldn't otherwise have known about. ”

-Scott Wolf, CEO ArcaMax

“ In our very high-churn environment, retention is a very telling KPI. **Retention is the key to stable revenue, and the subscribers FLATIRON brings us are remarkably stable.** ”

-Scott Wolf, CEO ArcaMax



It is a lot less expensive to keep a current customer than acquire a new one.

Source: Forbes

A 5% increase in customer retention can increase a company's profitability by

75%



Source: Bain & Company

ACTUAL

5-year ROI of **150%**

Retention Rates for Flatiron Lead Gen

41.2%

After 1 year

26.9%

After 2 years