



AMEX
OFFERS



Advertiser Case Study: Amex Offers x Constant Contact

The Challenge

For Constant Contact, getting their compelling message in front of relevant prospects was a difficult challenge. They were looking for a highly visible placement that would **drive traffic and enable prospects to learn more about Constant Contact's value.**

The Solution

Amex Offers allowed for a highly effective and highly visible placement — a prominent offer tile that drove traffic back to a co-branded landing page. **The competitive offer helped engage prospects** to learn about Constant Contact and become new Amex shoppers.

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After implementing an Amex Offer, we saw a strong influx of new customers and free trials. Plus, the Amex team worked with us to formulate a plan for success and ensure the offer was competitive.

”

Case studies shown for illustrative purposes only. Individual results will vary.

The Impact

5:1

Return on investment¹

52%

of redeeming Card Members
were age 45 and under²

\$966K+

Added media value³

¹ Return on investment = $[(\text{Total Campaign Spend} - \text{Offer Funding Cost}) / \text{Offer Funding Cost}]$ includes all Amex Offers campaigns run with this merchant in 2023

² Represents Card Members that redeemed any Amex Offers campaigns that run with this merchant in 2023

³ Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express or Constant Contact. For more information visit sondermedia.com