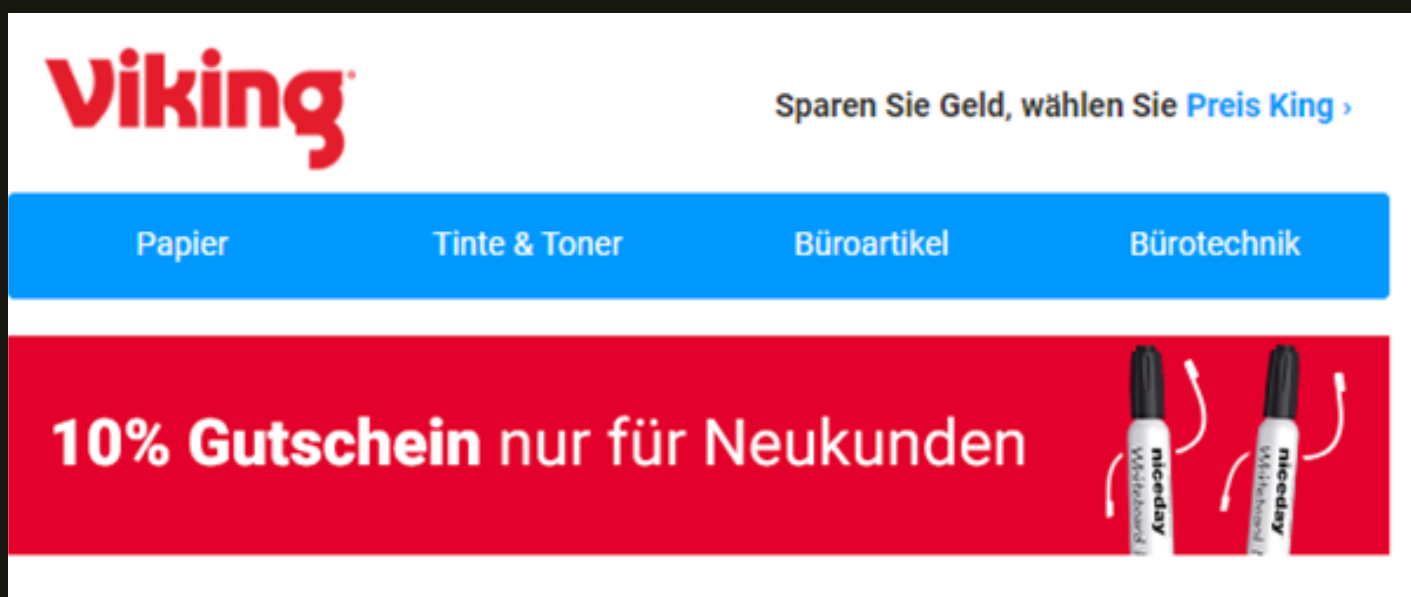


# Viking

E-Mail Standalone Kampagne



## Case

B2B Kampagnen zur Akquirierung von Neukunden.

## Das Ergebnis

This collage displays various promotional elements from the Viking campaign. At the top left is a large red banner with "10% RABATT auf Ihre Bestellung" in white. To its right is a smaller red banner with "10% Rabatt\* auf Ihre erste Bestellung bei Viking ab 100 € (exkl. USt.). Gutscheincode : VDE-10NEW" and a blue "Jetzt zugreifen" button. Below these are four product categories, each with an image, a title, and a blue "zum Angebot" button: "Kopierpapier" (showing boxes of niceday, EVERYDAY, and noSpeed), "Post-it Notes & Haftnotizen" (showing stacks of colorful notes), "Schreiben & Zeichnen" (showing a Tipp-Ex eraser, a Pritt glue stick, a Stabilo Boss highlighter, and a blue pen), and "Stühle" (showing three different office chairs). A green banner in the middle reads "Viking Vereinsförderung Unterstützen Sie Ihren Lieblingsverein" with the Viking logo and the text "Viking FÜR DEINEN VEREIN".

Öffnungsrate: 24,12%

Klickrate: 23,31%