

Advanced eClinical

CAMPAIGN OVERVIEW

Advanced eClinical asked Tallo to engage talent interested in a healthcare career. Tallo sent three email campaigns highlighting details about the program and the benefits of participating. The campaign directed users to click a link to apply and shared additional resources where users could learn more.

ENGAGEMENT STRATEGY

Objective

Engage a targeted group of users to promote Advanced eClinical's Certified Clinical Medical Assistant (CCMA) program.

Target Audience

Education Level: High School
Graduation Year: 2022-2024
Career Interest(s): Healthcare

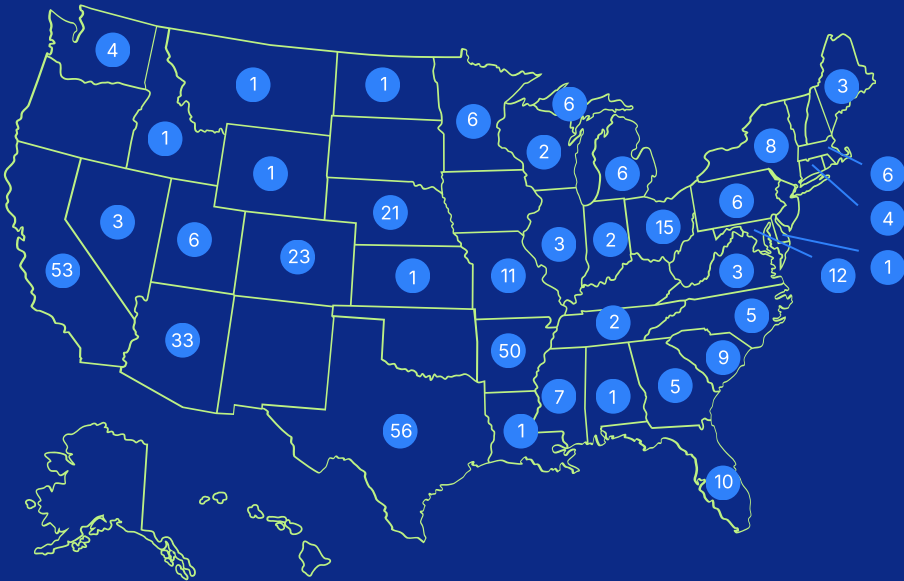
Main Call to Action

Click a [link](#) to apply.

18,916 USERS

Three emails were sent to the same group of users

Tallo users nationwide expressed interest in Advanced eClinical.



392

of total users who opened and clicked on links in the email campaign

EMAIL 1

Introduction: The initial email sparked an interest in becoming a medical assistant, specifically with Advanced eClinical. The benefits were showcased and the following links were included:

Header Image with Button: [Learn More](#)

- 109 total clicks
- 96 unique clicks

Hyperlinked Text: [Clinical Medical Assistant Certification Course \(CCMA\)](#)

- 138 total clicks
- 122 unique clicks

Main Button: [Learn More](#)

- 111 total clicks
- 97 unique clicks

EMAIL 2

Program Highlights: Next, the second email highlighted Advanced eClinical's CCMA course and provided a \$200 discount for Tallo users. The following links were included:

Header Image with Button: [Apply Now](#)

- 112 total clicks
- 102 unique clicks

Hyperlinked Text: [Clinical Medical Assistant Certification Course \(CCMA\)](#)

- 131 total clicks
- 119 unique clicks

Main Button: [Apply Now](#)

- 119 total clicks
- 108 unique clicks

Video: [Watch Here](#)

- 73 total clicks
- 68 unique clicks

EMAIL 3

Establish Credibility: The third email included a student testimonial, mentioned the #1 ranking in Forbes Education, and reiterated the discount code. The following links were included:

Header Image with Button: [Apply Now](#)

- 134 total clicks
- 112 unique clicks

Hyperlinked Text: [Clinical Medical Assistant Certification Course \(CCMA\)](#)

- 145 total clicks
- 122 unique clicks

Main Button: [Apply Now](#)

- 139 total clicks
- 115 unique clicks

EMAIL 1 METRICS

Unique Opens

695

Total Opens

1,056

Unique Clicks

135

Total Clicks

531

Clicks Per Unique Open

19.4%

(Industry average is 10%-15%)

EMAIL 2 METRICS

Unique Opens

547

Total Opens

759

Unique Clicks

129

Total Clicks

631

Clicks Per Unique Open

23.6%

(Industry average is 10%-15%)

EMAIL 3 METRICS

Unique Opens

529

Total Opens

734

Unique Clicks

128

Total Clicks

664

Clicks Per Unique Open

24.2%

(Industry average is 10%-15%)

SUMMARY

Advanced eClinical successfully connected with Tallo users nationwide who are interested in healthcare. Metrics reveal a consistent increase in clicks per unique open across email campaigns, indicating growing engagement among recipients. Also, users responded more favorably to "Apply Now" language compared to "Learn More" CTA buttons. The campaign demonstrated strong interest from Tallo users in Advanced eClinical's Certified Clinical Medical Assistant (CCMA) program.