

Sharp Pro AV increased email CTOR to 26.5% and doubled product claims with a value-first engagement strategy.



360CaseStudy

THE SCOPE

Following its 2024 rebrand from Sharp NEC to Sharp Pro AV, the company wanted to modernize its participant communications and refresh the overall campaign experience. Sharp Pro AV partnered with 360insights to create a more engaging, value-driven communication strategy that aligned with its new brand identity while improving campaign engagement and downstream product activity.

THE CHALLENGE

Sharp Pro AV's existing email campaigns no longer reflected the company's refreshed brand direction or evolving business goals. Messaging had become overly dense, participant engagement opportunities were being missed, and campaign performance needed improvement. Sharp Pro AV wanted to simplify communications, prioritize participant value, and create a more consistent engagement experience that would drive stronger interaction and increase product claims.

THE SOLUTION

Sharp Pro AV partnered with 360insights to execute a full creative refresh across its email campaign strategy. Together, they redesigned the participant experience to better align with Sharp Pro AV's updated brand identity while making communications more engaging, easier to consume, and more action-oriented.

The strategy centered around three key improvements: all-new creative, reduced overall content, and a value-first messaging structure. Instead of overwhelming recipients with lengthy messaging, campaigns were streamlined to focus attention on the most important offers, actions, and benefits first.

Emails were redesigned with cleaner layouts, more scannable content blocks, and clearer calls-to-action to reduce friction and improve participant engagement. Messaging hierarchy was also restructured so recipients could immediately understand the value of each communication and what next steps they needed to take.

Every touchpoint was designed to work together: consistent branding, simplified messaging, and a stronger visual experience that reinforced Sharp Pro AV's refreshed identity. The underlying campaign infrastructure remained the same, but the participant experience evolved from dense, transactional communications into a more strategic engagement channel built to support long-term program performance.

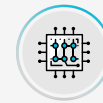
THE RESULT

By refreshing the campaign experience and implementing a value-first engagement strategy, Sharp Pro AV achieved significant year-over-year performance improvements.

- Q1 click-to-open rates increased from 2.3% to 26.5%
- Q2 CTOR rose from 6.6% to 23.7%

Claims on Sharp Pro AV products by click-through users more than doubled year over year, demonstrating that stronger engagement translated directly into more meaningful participant action.

Open rates also consistently performed above industry benchmark standards, reinforcing the effectiveness of the streamlined creative strategy and improved communication experience.



TECHNOLOGY PROGRAM ENGAGEMENT

COMPANY
Sharp Pro AV

INDUSTRY
[Professional AV & Display Technology](#)

BUSINESS OUTCOMES

- Increase Engagement
- Increase Product Claims
- Improve Campaign Performance

PRODUCTS USED

- [Program Engagement](#)
- [Creative Services](#)

THE SUCCESS

26.5%

vs. 2.3% Q1 CTOR the previous year

23.7%

vs. 6.6% Q2 CTOR the previous year

X2

click-through more than doubled YoY



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
orchestrate growth