

CASE STUDY

The Network Effect

How Wanderfull Leveraged Opportunities
to Sell Advertising in Half the Time

www.dojomojo.ninja

About Wanderfull

Founded by four world travelers, Wanderfull is an email newsletter that highlights exotic destinations and adventurous activities. Designed to fuel the wanderlust of travelers everywhere, Wanderfull is a weekly newsletter that focuses on one destination each week. Accompanied by stunning travel photography, Wanderfull highlights unique places to stay and exciting experiences, and also features suggested travel gear and travel Instagram accounts to follow.



The Challenge


As a media company, Wanderfull's revenue comes from advertising sales. Traditionally those sales are sourced mostly through an outbound sales process, involving hours of LinkedIn and Google searches and hundreds of cold emails and calls to find buyers interested in purchasing different advertising packages. As a small company without a dedicated salesperson, the Wanderfull team's bandwidth was stretched extremely thin by the time required to find advertisers. This detracted from their core mission of providing carefully curated travel content to their subscribers.

The Solution

DojoMojo's brand network brings together decision makers from different companies, making it the ideal place to find advertisers and other partners. The Opportunities feature allows brands to post partnership marketing needs for other brands to respond to. Almost any kind of partnership can be featured including content swaps, prizing participation, dedicated email sales, e-commerce box insert swaps, or a custom Opportunity for a specific need, like sponsorship for an upcoming event. This allows brands to receive inbound interest from advertisers, rather than relying on outbound sales.




Wanderfull posted an Opportunity on DojoMojo looking to sell dedicated emails. In their post, Wanderfull shared that they'd be a great fit for companies in the travel, wellness, and beauty industries with a female-centric brand looking to leverage Wanderfull's 250,000 person list to reach a new audience. They tried to include as much information as possible about their audience and their ideal partner so that they could attract the right brands to work with.

Wanderfull


 **Dedicated Email Sell** 09/26/17

Travel newsletter with 200K+ subscribers looking for advertisers interested in reaching our engaged audience

Wanderfull has an engaged audience interested in travel, lifestyle, wellness, and food products. We are looking for advertisers in those areas CPM: 8\$ [View Brand Profile](#)


  





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RE: [Travel newsletter with 200K+ subscribers looking for ...] 

Wanderfull: Travel newsletter with 200K+ subscribers looking for advertisers interested in reaching our engaged audience

Wanderfull has an engaged audience interested in travel, lifestyle, wellness, and food products. We are looking for advertisers in those areas CPM: 8\$

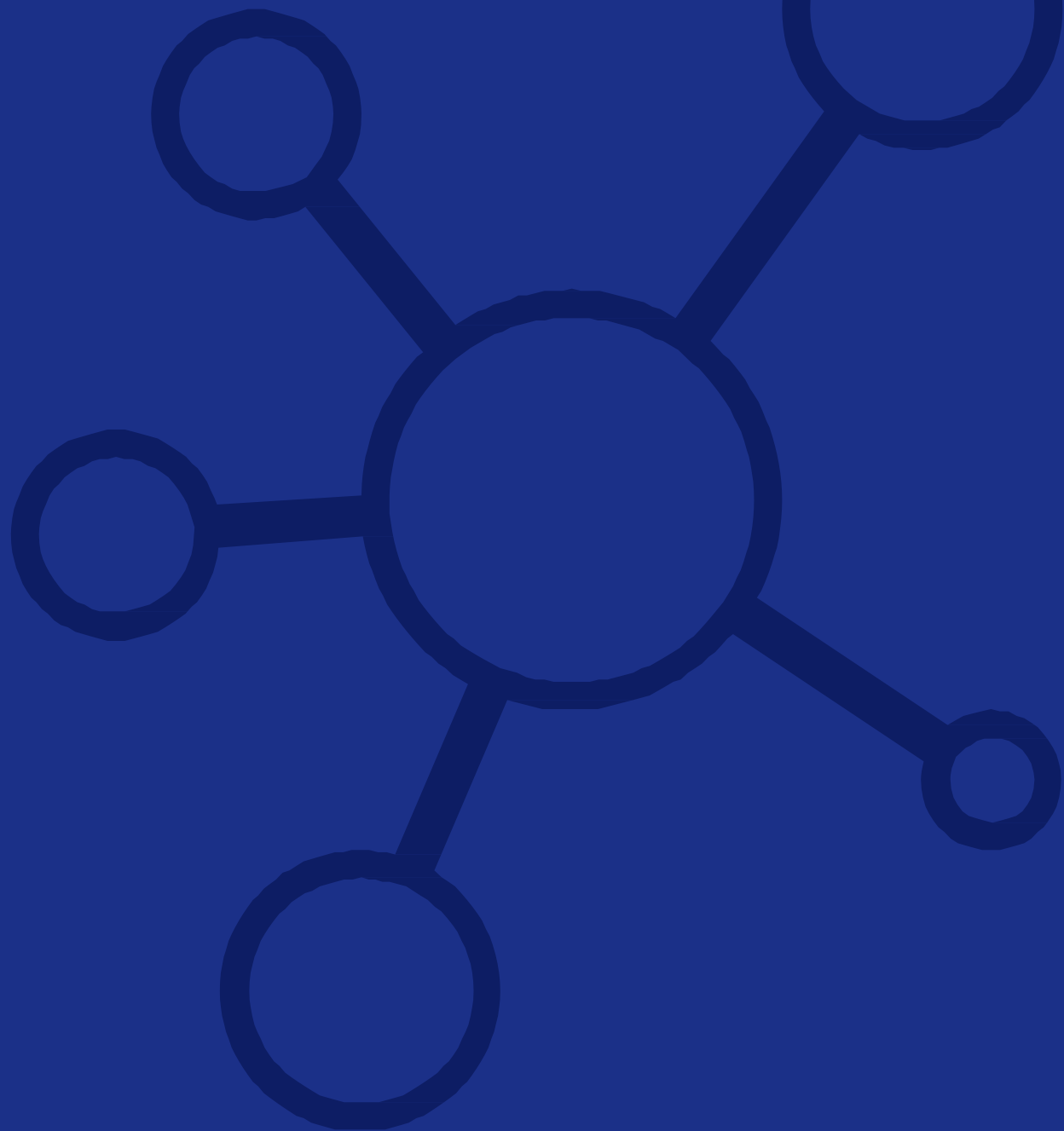
[Send Message](#) **B** *I* 

	<p>Sole Serum Emily</p> <p>11:04 am</p> <p>Hey there!</p> <p>We are interested in hearing more about this offer and what your brand does. Can you please give us some more information about your newsletter and following?</p> <p>Best, Emily</p> <hr/> <p>Wanderfull: Travel newsletter with 200K+ subscribers looking for advertisers interested in reaching our engaged audience Wanderfull has an engaged audience interested in travel, lifestyle, wellness, and food products. We are looking for advertisers in those areas CPM: 8\$</p>
	<p>Wanderfull me</p> <p>11:12 am</p> <p>Hi Emily,</p> <p>Thanks for reaching out regarding our dedicated email. Here is a little bit more info about Wanderfull: List Size: 250,000 Open Rate: 17% Click Through Rate: 2.5% 61% of our list is between the ages of 24 and 50. We charge \$1,800 for a full dedicated email and \$500 for a sectional ad.</p>
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	<p>Sole Serum <small>Seen by 1 person</small> Emily</p> <p>11:14 am</p> <p>Hey Michael,</p> <p>Awesome. I'd love to discuss next steps and give you some more insight into our brand as well. What time works well for you?</p> <p>Thanks, Emily</p>

The Results

Sole Serum, a company that produces a natural lotion that relieves foot pain, used Opportunities to search for brands who may be a good fit for their demographic, list size, and budget. They responded to Wanderfull's post and had a quick call to discuss additional details and finalize a deal.

Sole Serum ended up paying Wanderfull \$1,800 for a dedicated email that reached 250,000 new readers. In return, Wanderfull saved hours of time and still found an on-brand advertiser for their newsletter.



Ready to Grow?

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