

Best List Growth Campaign
Silver Consumer
Sprint – Sprint Email Opt-in Page

Brand/Client Side Team:
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Vendors/Agencies:
Tequila NY, Acxiom Digital

MarketingSherpa Summary – Why They Won:


Everyone wants to get customers and prospects to voluntarily opt-in to receive email. Here's an idea. Forget the giveaways. Promote the email itself. After all, that's what they're signing up for. Simple, straightforward and so effective. Sprint saw a 47% increase in email opt-ins in the first three months.

From Their Nomination Form:

In order to build their database, Sprint had to figure out how to get both customers and prospects to voluntarily opt-in to receive email. In previous years, Sprint used various incentives (i.e., phone giveaways, free ring tones, travel sweepstakes), but this year we decided to take a totally different approach and use the actual benefits of their email program as incentive for potential members to sign up.

Using After Effects, we developed a motion graphics video to highlight the program's unique attributes. This strategy gave users an honest and insightful look into our email program while providing Sprint with qualified leads. Lastly, the fact that Sprint was able to use this kind of incentive for email collection speaks to the robust and rewarding nature of the email program itself.

we are giving five Sprint customers and their guests
free tickets to the Broadway musical *Wicked* in E. Lansing.
[Sign up now >](#)



You asked, we answered. [Read customer feedback >](#)

volume off



Customer Newsletter



Exclusive Deals



Seasonal Offers



Phone Tips



Product Debuts

Be an Insider

Get email updates with exclusive news and offers from Sprint.

1 Enter your contact information.

ZIP code:

Enter email address:

Confirm email address:

Preferred language: English Spanish

I have a: Sprint phone Nextel Phone
 Other carrier

2 Personalize your Sprint news and offers.

- Are you a NASCAR fan? Get all NASCAR-related news and offers.
- Are you an NFL fan? Get all NFL-related news and offers.
- Text message updates. I'd like to receive text message updates via the mobile number provided.*

*Each text message, sent or received, may incur a charge as provided in your rate plan. You may unsubscribe from Sprint text message updates at any time by replying "END" to any message or by clicking [here](#).

[Submit](#)