



Case Study

Learning Software Manufacturer scales new heights with Email Appending



The background

The company is a California-based software company catering e-Learning software to secondary and post-secondary institutions. They develop and host e-Learning software applications for colleges, universities and virtual schools. These institutions use learning management systems to deliver and manage online courses for students. Their clients include renowned universities across the US.

The Situation

The clients wanted to expand their business beyond the borders of the US, mainly Western Europe. Therefore, they needed a comprehensive database of prospects hailing from countries across Western Europe.

The Objectives

- Acquire email addresses and other contact details of prospects based in various regions across Western Europe
- The list should be current, accurate and cent percent CAN SPAM compliant



The Challenges

The client needed a permission-based list of business email addresses of contacts spread across Western Europe. It had a database of prospects based in Europe but minus their email addresses. The client did not have a strong in-house data team to do the job.

Solution

The client decided to delegate the task to a third party professional organization. An audition of various vendors was done before reaching a decision. A unanimous vote was cast for Email Data Group.

Email Data Group thoroughly studied the business objectives of the client and appended the client's data base with email addresses. It further crafted mails to be dispatched to those prospects based in the Western Europe. The email blast was executed with Email Data Group's group mailing software. The client was given a real-time tracking software to track the outputs.

The Results

- The match rate was 76%
- The client reached open rates and click-through rates of 42% and 27% respectively
- The website received a record number of hits in one day
- Over 900 new business leads were generated
- Email bounce rate was as low as 2%

The Story

The client's prospects mainly hailed from the US. With 12,000 organizations around the US using its services, the company wanted to expand its business beyond the US borders, mainly Western Europe. What they wanted was a comprehensive customer database of email and other addresses to communicate with the possible prospects. The client did have a customer database, but it lacked the email ids of the prospects.



The client had a small in-house team of data experts. But it was not big and efficient enough to generate B2B data from a totally new business region. Therefore, they thought of depending on a third party professional. "It was vital that we subscribe to the services of a professional marketing organization to get our database appended with email addresses. Our in-house resources were not strong enough for that" opined Tom Roger, Marketing Head.

After a thorough marketing survey, Email Data Group's B2B email list services was selected. Email Data Group is known world-over for their accurate, updated and opt-in mailing lists. Email Data Group has a huge database of customer contact details especially pertaining to B2B marketing. We tallied our database with the client's and found a match rate of 76%. We crafted mails on behalf of them and delivered them, strictly abiding by the CAN SPAM Act. The client was also given a real-time tracking software to monitor results.

About Email Data Group

Email Data Group is a well-established name, providing unique, quality online marketing services to clients across the globe. Our clients range from small and mid sized companies to big Fortune 500, 1000 companies. From building email marketing lists to executing targeted email campaigns, Email Data Group helps clients with their complete email marketing efforts. The company ensures the maximum ROI for clients with innovative out-of-the box marketing techniques. You can contact the online marketing experts at **800-225-2801** or email them at **info@emaildatagroup.net**. You can also visit the website at **www.emaildatagroup.net**

The Conclusion

The client's campaign received an open rate and click-through rate of 42% and 70% respectively. The website received a record number of hits in a single day. Over 900 new business leads were generated. Last but not the least, the email bounce rate was as low as 2%.

Client Testimonial

"We were overwhelmed by the results that Email Data Group helped us achieve."

