Case Study:
207% Increase in Email Opens & 149% Increase in Email Clicks with Marketing Automation

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Platinum HubSpot
SOLUTIONS PARTNER PROGRAM

Situation & Background:

SwipeSense is a healthcare technology company eliminating harm and waste in healthcare. Hospitals implement their safety platform to prevent infections, optimize the use of equipment, improve the patient experience, and protect staff. SwipeSense started working with Prism Global Marketing Solutions to develop an inbound marketing strategy, optimize email marketing, nurture their contacts with automation, improve lead generation, and implement HubSpot.

Objectives & Goals:

SwipeSense did not have an integrated marketing strategy before working with Prism Global Marketing Solutions. Specifically, they did not leverage email marketing and marketing automation to connect with their prospects. This was a gap in their marketing because they had many resources to share, including case studies, whitepapers, checklists, and more. Still, their prospects and customers were not made aware of this helpful content, so it was not adding value to their pipeline. In addition, their sales cycle of approximately two years from lead to a customer was quite long, so email was critical to stay top-of-mind for their prospects. For their marketing automation program, their primary objectives were to:

- **Build Thought Leadership** with Prospects

- **Stay Top-of-Mind** with Customers

- **Generate Re-Engaged Sales Qualified Leads** for the Sales Team

- **Build Interest in Downloadable Content** with their Prospects

- **Send Prospects High-Quality Content** to Nurture Them Through the Buyer's Journey

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We first analyzed their buyer personas to determine what types of content would be helpful by email. SwipeSense had a lot of content, so we mapped out each persona, the content available, and the content that would need to be created. This helped us see precisely what was going to be sent to each persona, how it aligned with the buyer's journey, and how it would help in the ultimate goal of converting prospects to a sales-qualified lead.

Not only was this focused on marketing automation, but we also had to develop the associated landing pages for these prospects to download the content, marketing automation emails that delivered the content, and sales notification emails for each piece of content.

Strategy, Tactics & Results:

The new marketing automation program consisted of 6 workflows (nurture programs) that included 8 - 12 emails each, with 8 - 12 associated landing pages, thank you pages, and automated emails.

Developed New Email Strategy: With this new email program, we developed a strategy and implemented the following as it relates to each email as part of the automation journey:

- **Email Marketing Template:** We kept this simple to focus on the primary content asset and secondary desired action. Their target audience was very busy, especially during COVID, so the emails needed to be concise to capture their attention.

- **Optimized Content & Calls-to-Action:** Each email needed to be succinct, with a call-to-action (button) and text that clearly told the individual what was expected next. This includes "downloading" the asset, "requesting" a demo, and more.

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- **Tested "From Names":** We tested the emails coming from "SwipeSense" for the first three months of the campaign. Then, we tested the emails coming from the Sales Director. The **open rate was 8% higher** from an individual, so we moved forward with that strategy for all future emails.

- **Conducted A/B Tests of Subject Lines:** For this audience, since there wasn't data on subject lines, we needed to perform A/B tests to see what performed best. We tested brackets, emojis, using the first name, and length. We found that subject lines with less than 60 characters and that started with brackets performed better than subject lines that used emojis or personalization.

- **Encourage Sales Qualification:** In each of the marketing automation emails, as well as the follow-up emails that were sent when someone downloaded an asset, we encouraged them to take the next step to request a demo, which would put them directly in touch with sales and open an opportunity/sales deal.

Increased Email Marketing Opens & Email Clicks: With a much larger focus on email marketing and marketing automation to connect with prospects, SwipeSense saw a dramatic increase in email engagement. This included a:

- **218% increase in emails sent**
- **207% increase in email opens**
- **149% increase in email clicks**

SENT	OPENED	CLICKS
234,136	13,387	3,158
▲ 217.99%	▲ 207.25%	▲ 149.45%

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Increased Sales Qualified Leads: Looking at landing page performance is also a key indicator of marketing automation success, especially in the first few months of a new automation program when many contacts go through a campaign. SwipeSense did not have any paid advertising efforts, so most of its landing page activity came from email marketing SwipeSense saw a:

- ☑ **482% increase in landing page submissions**
- ☑ **500% increase in new contacts** from email marketing
- ☑ **627% increase in clicks** on call-to-action buttons from email

VIEWS	TOTAL SUBMISSIONS	PAGE VIEW TO SUBMISSION RATE	NEW CONTACTS
3,349	303	9.05%	72
▲ 272.11%	▲ 482.69%	▲ 3.27%	▲ 500%

CTA VIEWS	CTA CLICKS	CTA RATE	ENTRANCES
525	269	51.24%	1,213
▲ 525%	▲ 627.03%	▲ 7.19%	▲ 53.54%

Improved Customer Acquisition Rate: Email marketing is essential when looking at customer acquisition, especially in the B2B space, and for a product that has a long conversion timeline. SwipeSense secured seven new customers during this timeframe, specifically from marketing automation. With the cost of their product, this is approximately **$2,100,000 in revenue in 8 months.** (For confidentiality reasons, we cannot share a snapshot of their customer records.)

Increased Email Deliverability: One of the most important but often underutilized metrics in email success is deliverability. If emails aren't being delivered, they don't serve the purpose of the automation program. To start, we used a system called NeverBounce to cleanse the database.

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During this timeframe, SwipeSense saw a:

- **2.79% increase in email deliverability**
- **3% decrease in hard bounces**
- **.32% decrease in unsubscribes**

DELIVERED RATE ⓘ	HARD BOUNCE RATE ⓘ	UNSUBSCRIBED RATE ⓘ
98.42%	**0.29%**	**0.14%**
304,510 Delivered	▼ 3.09%	▼ 0.32%
▲ 2.79%		

Impact:

- **Approximately $2,100,000 in revenue** attributed to marketing automation
- **218% increase** in emails sent
- **207% increase** in email opens
- **149% increase** in email clicks
- **482% increase** in landing page submissions
- **500% increase** in net new contacts from email marketing
- **627% increase** in clicks on call-to-action buttons from email
- **2.79% increase** in email deliverability
- **3% decrease** in hard bounces

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A Note from Our Client:

"Elyse and Rich have been invaluable partners for our marketing team and business. Over the past year, they were instrumental in helping complete the HubSpot on-boarding process - which included an integration with Salesforce, led persona and automation workflow development, and guided us through our website migration. They continuously provide thoughtful recommendations on best practices for email marketing, social media, and other inbound marketing tactics. Lastly, Elyse and Rich have never missed a deadline. We are constantly impressed by their ability to listen and deliver, always on time."

MORGAN SOMMER
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