

Case Study:

37% Increase in New
Customers and \$607K in
Revenue Generated from
Email Marketing



HubSpot

SOLUTIONS PARTNER PROGRAM

Project Background:

Our client is a global organization serving various industrial markets in testing, measurement, inspection, and assembly. Tasked with driving innovation in leak testing, in-process testing, and data management, they serve industries ranging from automotive and off-highway to medical devices, consumer electronics, and industrial process control. They have an extensive database, but they weren't effectively engaging prospects by email to continue to educate their target audience about their leak-testing devices. Strategically using email marketing would help them earn trust while building website traffic, new and re-engaged leads, and customer conversion.

Email Marketing Program Objectives:

Our client sells a high-value and complex product to a B2B audience. Given their product and lengthy sales cycle, they needed to continue educating prospects further and staying top-of-mind to drive revenue and repeat business. The primary objectives of this email marketing program 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 Bring Them Through the Buyer's Journey

Strategy, Tactics & Results:

The following results and data are from July 1, 2023 - June 30, 2024. To bring their email marketing to the next level, we created a cohesive program to engage top-of-the-funnel prospects and bottom-of-the-funnel sales opportunities. This includes a monthly program consisting of a monthly lead re-engagement email for a downloadable piece of content, in-person and webinar event promotion, and blog notification emails to subscribers every 3 - 4 weeks based on when content is new.

📌 **Increased Email Marketing Opens & Email Clicks:** With a more strategic and ongoing tactical approach to email marketing, they saw the following results:

📌 **28% increase in emails sent**

📌 **19% increase in email opens**

📌 **12% increase in email clicks**

Recipient engagement

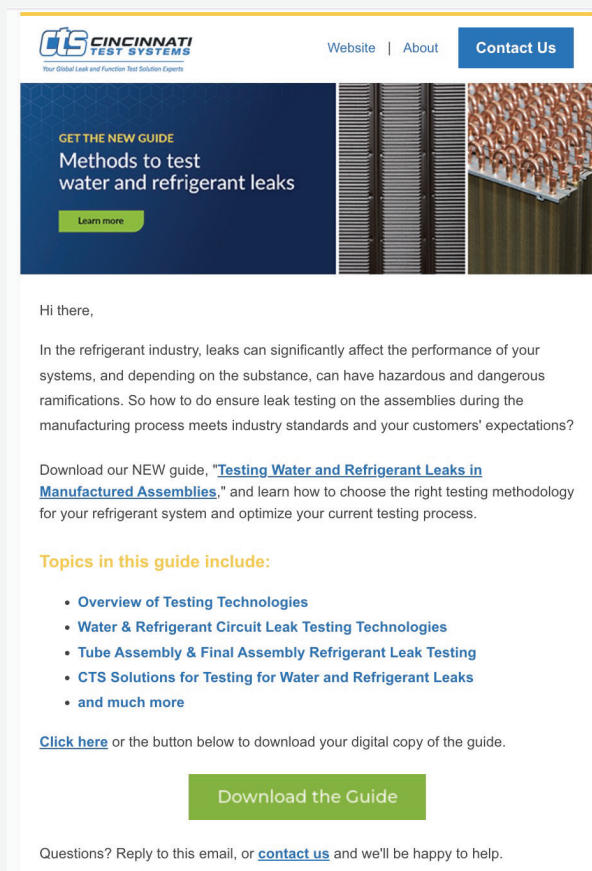
Date Range: From 7/1/2023 to 6/30/2024

SENT
276,204
141 Emails

OPEN RATE
15.98%
43,221 Opened

CLICK RATE
3.27%
8,834 Clicked

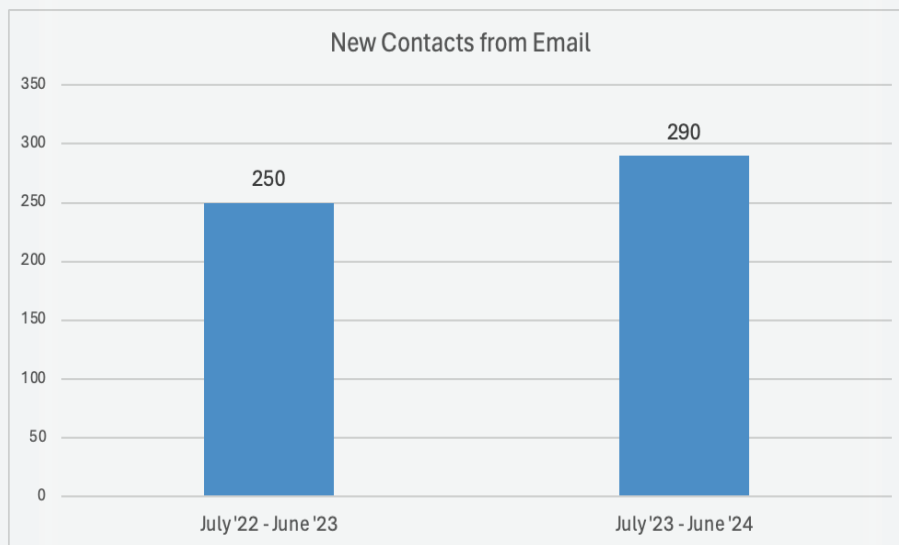
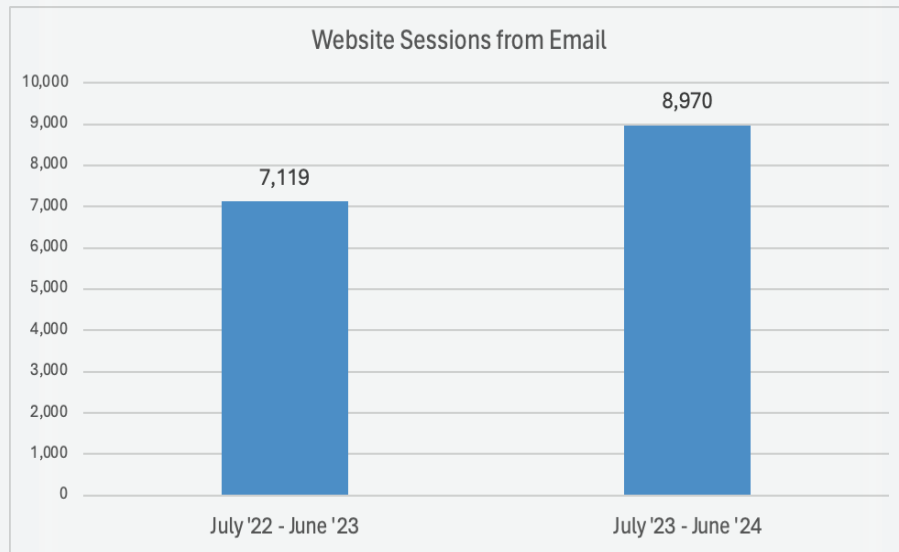
This is an example of a promotional email for a downloadable piece of content.



■ **Increased Website Sessions and Leads from Email:** Because of a focus on calls-to-action for specific personas, we saw the content resonate much better with their audience. This resulted in:

■ **26% increase in new website sessions from email**

■ **16% increase in new contacts from email**

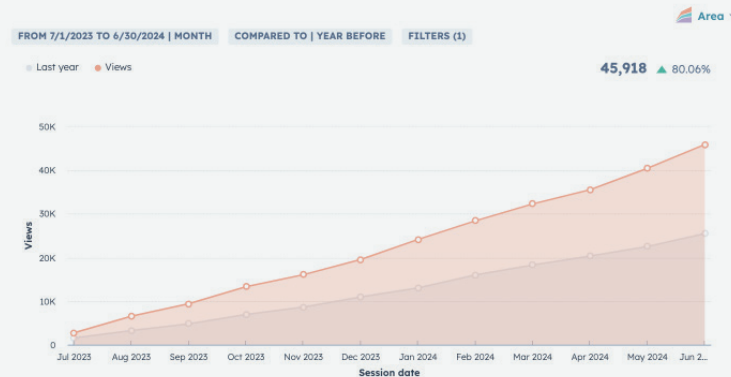


■ **Improved Blog Engagement from Email Marketing:** To ensure subscribers were aware of new blogs, we implemented blog notification emails that are sent to subscribers daily, weekly, or monthly. This is based on how frequently the subscriber selects to receive these emails. In addition, we implemented quarterly blog round-up emails for everyone else in the database so they could see the latest blog articles. This resulted in:

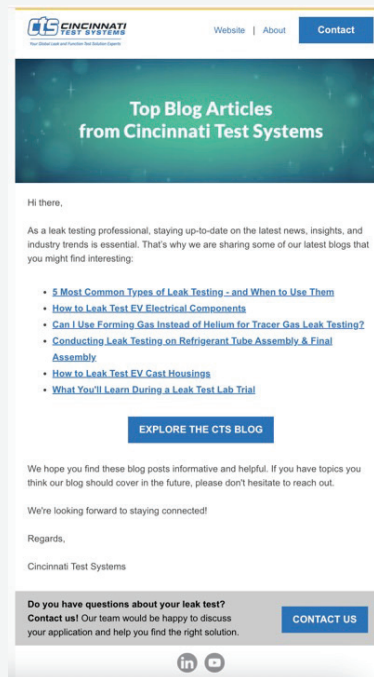
■ **80% increase in blog views from email**

■ **42% increase in new blog subscribers from email**

Blog Total Views Over Time



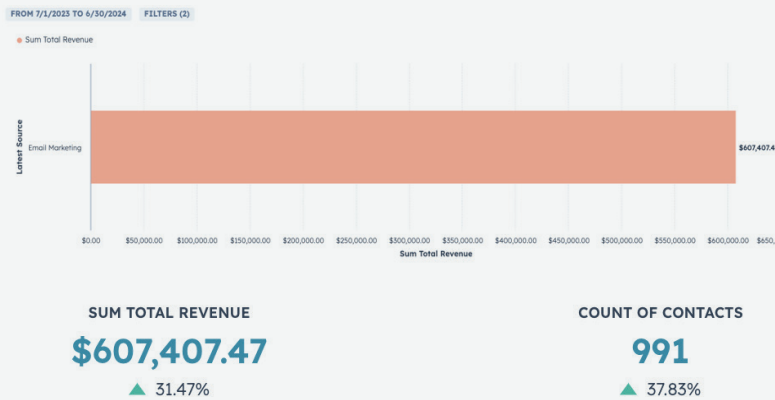
This is an example of a blog round-up email we use quarterly to engage their database:



■ **Increased Revenue:** The goal of any marketing department is revenue generation. They saw a **31% increase in revenue** from email marketing efforts alone. This is a contact who was generated by email marketing or filled out a sales inquiry form from an email marketing campaign.

■ **37% increase in new customers from email marketing**

■ **31% increase in revenue from email marketing resulting in \$607,407**



■ **Increased Email Deliverability:** Deliverability is one of the most critical but underutilized metrics tracked. If emails aren't delivered, they don't serve the purpose of the email program. To start, we used a system called NeverBounce to cleanse the database. This ensured the contacts in their automation platform were all valid. During this timeframe, they saw a:

■ **2.10% increase in email deliverability**

■ **1.08% decrease in hard bounces**

■ **.43% decrease in unsubscribes**

HARD BOUNCE RATE ⓘ

1.08%

▼ 0.54%

UNSUBSCRIBED RATE ⓘ

0.43%

▼ 0.12%

SPAM REPORT RATE ⓘ

0.01%

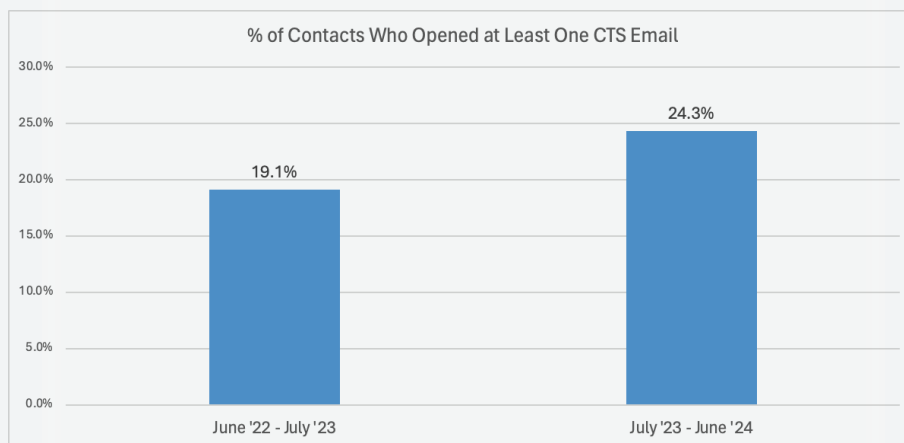
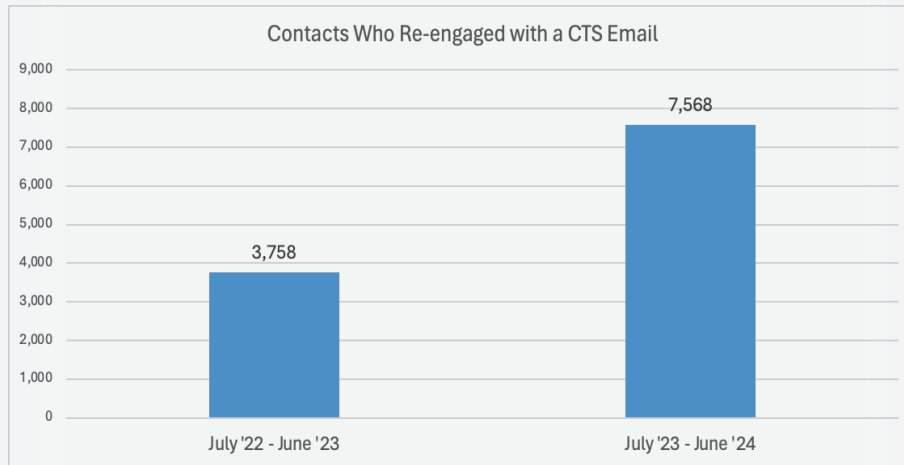
▼ 0.01%

■ **Increased Email Re-engagement:** In July 2023, they began using Seventh Sense. This send-time optimization software allows companies to send emails to their contacts on a specific day and time based on their contacts' engagement habits. They've seen much success utilizing this software to re-engage existing contacts in their database with email. During this timeframe, they saw:

■ Approx. **6,400 existing contacts who re-engaged with email**

■ **101% increase** in existing contacts who re-engaged with email

■ **21% increase** in existing contacts who opened at least one email sent to them



Business Impact:

- 📈 **37% increase** in new customers from email marketing
- 📈 **31% increase** in revenue from email marketing, resulting in \$607,407
- 📈 **26% increase** in website sessions
- 📈 **16% increase** in new contacts generated

Get in Touch:

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