Case Study: B2B Publisher

Background

This case study is about a small Business to Business (B2B) publishing and lead generation company located in Southern Connecticut. They publish online journals specializing in Human Resources and Information Technology.

Challenges

The B2B company wanted to improve their mailing dynamics and the volume of emails per month, along with conversions and engagement. Some of their challenges included:

1. Declining deliverability and conversions/ engagement within their 30 million message sends per month
2. A self-made homegrown network of servers and software
3. Significant loss of revenue and declining profit from month to month

One of their biggest challenges was that they had no data analytics tools for their homegrown ESP. Despite sending over 30 million emails a month, their engagement levels were decreasing and they did not know why. They had no way of tracking of email bounces or unsubscribers. Without the proper tools and reports, they were sending emails to clients that had unsubscribed which would bounce back and if it went through would be reported. As a result it would lower their IP reputation and further lower their engagement levels. This eventually led to our client losing money steadily over the months.

Our client brought these concerns to our team at Net Atlantic. We listened to these concerns and issues and developed a series of corrective measures that first reduced the loss of revenue as quickly as possible and then put them back on track to profitability.

Solution

1. Started with test mailings at Net Atlantic
2. Performed Delivery Consulting including IP addresses, lists
3. Put them onto the ListManager sending platform
4. Converted and managed sends for them through our servers
5. Increased their email volume sending through actively messaging their most-engaged subscribers first
6. Performed list hygiene, removed bounces, and unsubscribes
7. Provided dedicated IPs and with separated lists by IP/Domain

Our first step was to start sending test campaigns through our servers and software. By doing that we helped our client see the

probability of their emails getting delivered to the inbox. Secondly, we consulted with them on how to improve their delivery rates. We suggested optimizing their IP addresses and lists.

Third, we introduced them to our proprietary software program called ListManager. With ListManager they were able to become more efficient and profitable.

Fourth, in addition to the new technology upgrade, we helped them ramp up their sending. Through scheduled dates we would help them with mailings with ideal relevancy and frequency with optimal levels of engagement. We also gave them dedicated IPs along with separated lists by IP/Domain to ensure that their clients would have a targeted personal email that was unique to them.

Results

As a result of these solutions, the client achieved success by having their best month in sales revenue that they ever had. Slowly but surely, their delivery rates, engagement, and conversions increased dramatically over time. After getting over these obstacles and finding different solutions, the client was extremely satisfied with the results they we helped them achieve.

For More Information

Net Atlantic is a pioneering email service provider with multiple email automation solutions. Since 1995, we have helped clients deliver over 85 billion emails. If you are interested and want more information on how Net Atlantic can help you achieve your business goals, please visit our website: www.netatlantic. com or call us at: (877) 263-8285