

# Case Study:

*Email Campaign Achieves Conversion Rate of 40%; Reduces Cost-Per-Lead by \$263.*

## Challenge:

Response Media was challenged by Exact Software, one of the world's leading providers of business software solutions, to increase response rates to the company's online lead generation program. Targeting business technology buyers and influencers, the software company's previous email marketing efforts had not meet expectations in overall conversions, open rates, and cost-per-lead goals.

## Solution:

First, Response Media conducted a in-depth Universe Study of the target audience to quantify overall market volume and to assess audience reach within available email marketing channels. Once the study validated the email channel, Response Media used a unique segmentation strategy to develop additional targeting criteria to more effectively identify and reach Exact Software's audience of business technology buyers and influencers. Response Media redesigned and segmented email list attributes from previous "compiled data" to one based on several higher quality identification factors including:

- Purchase Authority
- Software Interests
- Behavioral Information
- Subscription History

Further, Response Media optimized the email creative across various conversion factors, including subject line content, for 3 separate whitepaper offers highlighting CRM, ERP, and Business Intelligence solutions. Further testing and analysis of the campaign by segment within lists also occurred. Taking advantage of over 30 years of direct marketing experience, Response Media negotiated superior rental rates.

## Results:

Exceeded all the campaign objectives in record time and under budget:

**R E S P O N S E M E D I A**

## Expertise Provided:

- consumer targeting
- sem
- consumer engagement
- online Media Optimization



www.ResponseMedia.com  
ph: 770.451.5478