

56% IMPROVEMENT IN CONVERSION RATE WITH SPAN GLOBAL SERVICES

Know How



About the Client

A publicly traded provider of cloud-based communications and collaborative solutions for businesses. Headquartered in Belmont, California the company is recognized as the #1 worldwide market share leader in both revenue and subscriber seats for Unified Communications as a Service.

The company was also identified as one of Forbes' 100 Most Trustworthy Companies in America for 2016 and 2017 and was selected to Deloitte's Technology Fast 500 for the third consecutive year.

The Challenge

The company wanted to target relevant prospects (Businesses) from all around The US, attracting them towards their flagship product- a cloud-based business phone system offering PBX features such as multiple extensions; call control; Outlook, Salesforce, Google Docs, DropBox and Box integration; SMS; video conferencing and web conferencing; fax; auto-receptionist; call logs; and rule-based call routing and answering.

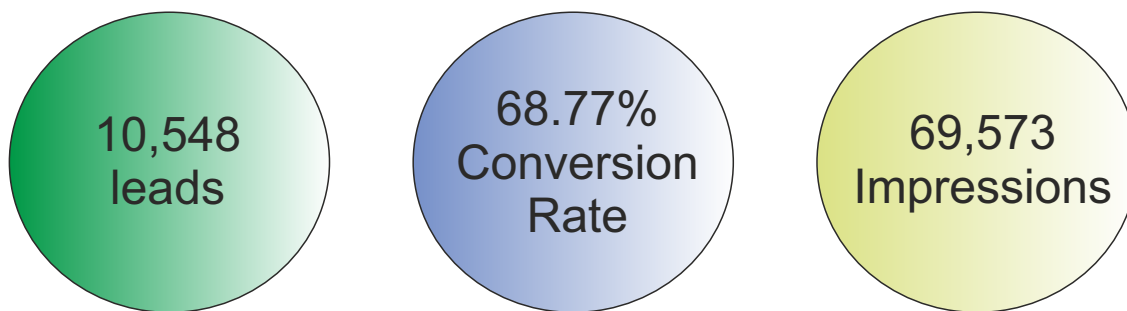
Solutions

- SGS IT Decision makers List across USA
- Size – 4 million subscribed user lists
- SGS Business decision makers list across USA
- Size- 13 million contact records

The client has been leveraging the above mentioned lists for 3 years now regularly for their email campaigns. We regularly De-dupe their new in-house data list adding new contacts on a month on month basis.

Results

- 1) The company was able to create niche contacts records of Businesses (Prospects in and around USA) that helped them optimize business performance
- 2) A Total of 2,671 duplicate companies were removed from the list following SGS Data De- Dupe process
- 3) Leveraging the new email list the company recently initiated its 2018 Holiday email campaign offering 8% discount on their product. Here's a peek into the results



While their previous campaign had a 13% conversion rate, the new campaign with our targeted list had a 68.77% conversion rate -- an overall increase of 55.77%.

Client's Testimonials

It's simply incredible how our Marketing Team collaborated with Span Global Services to deliver such incredible results. The plan ahead is to test ways to increase conversion rates further.



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