



B2B Email Experts

Manufacturing Industry Reaches its Peak with Quality Lead Generation and Email Deliverability

Introduction:

The company is a manufacturing industry, a diversified conglomerate with operations in over 6 countries and brand-presence in more than 15 markets around the world. They are a diversified organization, which operates across sectors such as healthcare and life sciences, automotive, financial services, and real estate. Their strong point of getting customers is through quality lead generation and direct marketing. There are no second thoughts that the company facing the business scarcity.

Challenges:

In the early 80s, the company has evolved from a textile-centric business to a diversified organization. During the late 90s there was a significant drop in the firm's market share to other competitive resources.

The major obstacles were:

- No quality leads were generated.
- There were no automated processes for different data sources be it operations, sales or marketing.
- Missing information and ineffective management of customer data lead to a blunder.
- Less customer interaction and failing of campaign due to excessive bounce rates.

Solution:

After checking out our massive success with other industries and in B2B marketing, the company contacted B2B Email Experts . After an extensive research and analysis and seeing the present volatile market our analysts suggested the following options:

- To attract new leads with minimal costs.
- Create successful campaigns with zero bounce rates within a limited timeline so that it reaches the right person's inbox within no time.
- Moreover and perhaps most importantly the need of right and accurate data through our contact appending and cleansing techniques.

Conclusion:

The company again reached at its peak globally in terms of revenue with the following observance:

- 46% reduction in cost by streamlining lead generation through effective lead generating tool.
- Post campaign tracking of campaigns helped the team to reduce the bounce rates by 90%. This also improved email deliverability rates by 24%.
- Improved customer relationships by regular effective email communication.
- Gained accurate and fresh data of customers.



Testimonials:

“ B2B Email Experts has been an invaluable resource to our company – providing candid input and sage counsel. The marketing team was brilliant at its work and their services were intangible. The knowledge and expertise that the team at B2B Email Experts has is commendable, because of their professionalism and customer centric approach I highly recommend their services. ”

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