MountainTop Data

How MountainTop Data's Email Delivery Management Provided 154% of Target Leads and Over 10X ROI.

The client was struggling to generate cost efficient leads for a series of ongoing nationwide events. They had tried email marketing but were having difficulty getting emails in the inbox and their sending practices kept getting them in trouble with their email service providers.

In talking with MountainTop Data the goal was to get interested recipients to request more information and pricing on their events with a goal of 60 qualified leads per month at a fixed cost.

MountainTop Data's team would provide the targeted email list, consult on email creative and tactics, and setup and provide email campaign delivery on behalf of the client. We also provided ongoing support, list management, lead forwarding, and reporting on campaign delivery and results.

Lead types ranged from direct responses by email reply to clicking on a link in the email and filling out a form to request more information.

- **Fully Managed**
- **Cost Effective**
- **No Risk**
- **Consistent**
- **Fixed Cost**

A Steady Lead Flow with A Low Initial Investment

Over the first five months MountainTop Data was able to deliver 5.5 million emails resulting in over 384 direct response leads across 7 events. During this process we made many adjustments to the creative being sent, as well as subject lines, send times, daily volume and even changing email service providers to guarantee optimum results. Not all deliveries were successful and there were whole weeks of low production several times, but we worked with the client to identify and overcome issues and achieve consistent success.

Variables to optimize email effectiveness
1. List Targeting and management
2. Subject line (general effectiveness and variation)
3. A clean delivery reputation
4. Proper email volume ramp-up
5. Delivery days and times
6. Email creative (general effectiveness and variation)
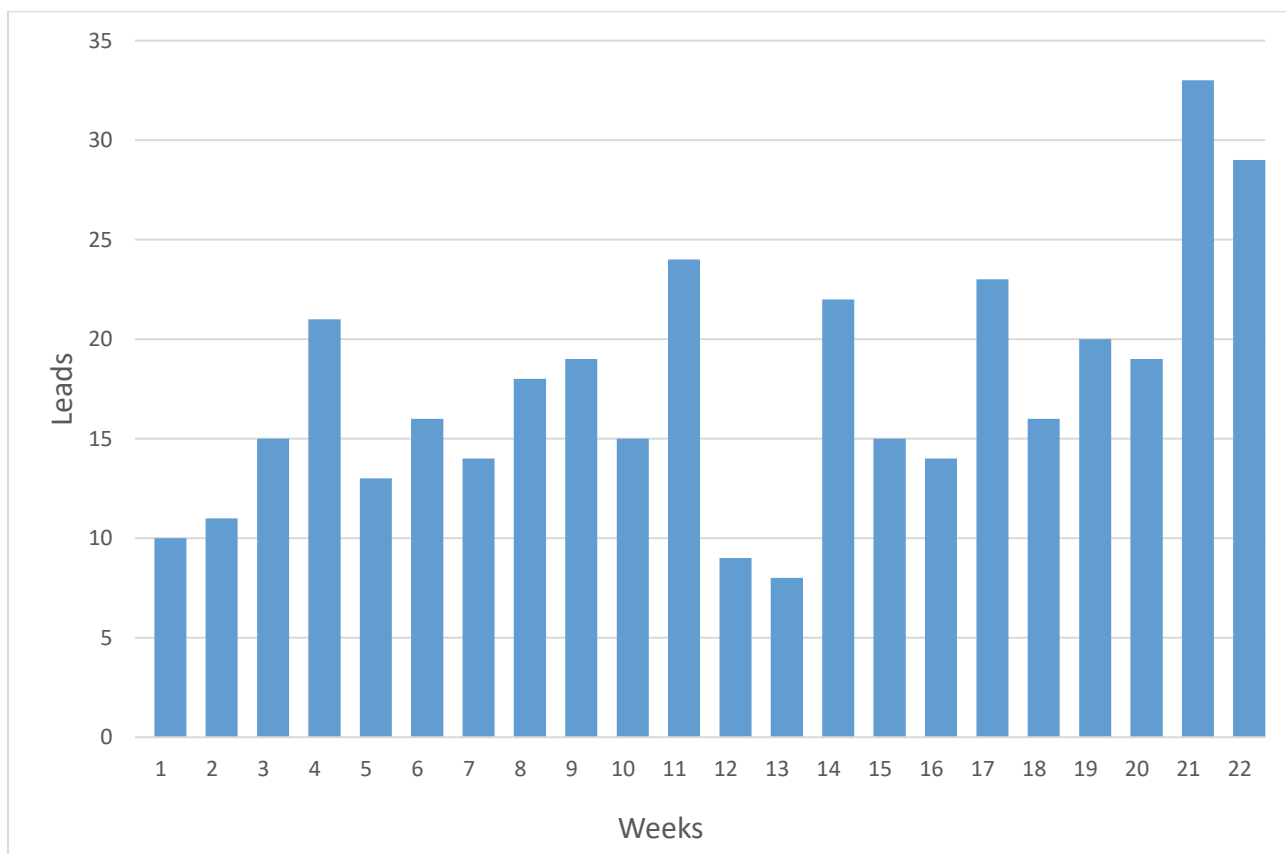
Process

We started by identifying the clients Ideal Customer Profile and several secondary profiles and ended up with several target list of over 100k contacts each. This client had a very large set of possible targets because their events had national interest to a wide range of businesspeople.

The customer provided an email creative which we setup in our email delivery platform and made suggestions for adjustments for improved deliverability. Over the period of 5 months creatives for 7 different events were used and adjustments were made to each to help improve deliverability as well as provide a variation in content from one send to the next. We most often used a simple creative with a direct message near the top and supporting imagery. Most creatives had buttons to click to initiate a response email, but some requested a direct reply or sent the recipient to a web form to request more information. We used these different call to action methods based on our need to track campaign effectiveness and keep the process simple for the recipient.

The keys to the ongoing success of this client's campaigns were ongoing communication the client's willingness to let us make adjustments when we felt it was necessary. In one instance the client wanted to increase leads through higher send volumes, and we were able to convince them that continuing to optimize other factors would lead to more success in the long run.   On the technical side the quality of the contacts in the target list, the email delivery server reputation management, the creative, and the product being offered were all important in the success of this client's campaign.

For more information on MountainTop Data's email delivery management service visit mountaintopdata.com or send a request for information to info@mountaintopdata.com.

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