

# LEADING TELECOM PROVIDER BOOSTS ACQUISITION CAMPAIGN DELIVERABILITY & RESULTS USING OMI EMAIL STRATEGY

*"OMI's expertise in email marketing data and deliverability has proven to be valuable in both targeting and reaching contacts to drive new business development. We look forward to continuing our relationship and having OMI's support in our acquisition initiatives."*  
– Marketing Executive, Leading Telecom Provider

**OMI drives significant increases in email deliverability and achieves 25x ROI for new business acquisition campaigns.**



## SITUATION

1

### ACQUISITION CAMPAIGN SOLUTION

With lower than expected cold email delivery rates and prospect conversions, the telecom provider needed a solution for acquisition campaigns.

2

### DELIVERY RATE

After experiencing email delivery problems for new campaign offers for its fiber internet service, the company sought a way to increase delivery rates to contacts within its fiber-lit buildings footprint.

3

### EMAIL SENDING PLATFORM

Additionally, the client was unable to use its own CRM platform for new business development due to today's strict terms and restrictions governing email sender reputations.

4

### INCREASE SALES

The telecom provider was looking for an email marketing test campaign to solve the deliverability problem and increase sales.

# » SOLUTION



Drawing upon its experience working with OMI, with strong results from 2013-2018, the client turned to OMI once again, not only for its deep knowledge of email marketing and deliverability but also for its accurate B2B contact data to power the email campaigns.



OMI presented the concept of “warming up” the contacts by sending the first “cold” email through OMI’s email platform. Contacts that opened or clicked the initial email would be transferred on an automated basis to the telecom provider’s CRM platform for ongoing outreach for products and services.



OMI proposed and executed a 90-day email deployment and campaign management pilot consisting of 250k contacts three times per month, with an additional 250K contacts each of the second and third months. Of the 750k records in the campaign, approximately 40% were sourced from OMI data and the balance came from other data vendors.



After using two separate platforms to deliver the emails at increased delivery rates, OMI was able to automate our contact delivery processes to deliver engaged contacts directly into the client’s CRM platform.

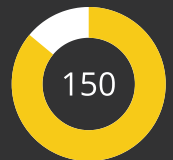


*“As a data provider and email transmission partner for our client, we are thrilled to achieve this level of success to power successful acquisition campaigns that drive business growth. By approaching this problem with an innovative solution to increase deliverability, our client has increased immediate sales, as well as acquired future, upsell opportunities.”*  
– **Paula Chiocchi, CEO, Outward Media, Inc.**

## OUTCOME

- ✓ OMI delivered nearly 56,000 contacts to the telecom provider’s CRM platform, resulting in immediate fiber internet sales and future opportunities for upselling.
- ✓ The first and second campaign wave realized 150 sales, resulting in \$500k in LTV and achieving an ROI of 25 to 1 based on the transmission costs.
- ✓ Total LTV ROI for the campaign was \$1MM, with half of the revenue attributed to direct mail, with one piece sent by the client, and the other half attributed to OMI’s three email transmissions.
- ✓ The campaign achieved an average deliverability rate of 92.66% by the third wave.
- ✓ Going forward, OMI will continue to send initial emails for new contacts and transfer engaged contacts to the client’s CRM platform.
- ✓ In OMI, the telecom provider has found a consistently reliable email transmission partner and B2B contact data provider.

SALES



REVENUE



ROI

