

**CASE STUDY: THE TRICK IS GETTING EMAIL INTO BUYER AND INFLUENCER IN-BOXES**  
**MARKETING SERVICES**

**PROFILE:**

- ▶ A full-service advertising, marketing and public relations agency serving multiple industries including automotive, health and wellness, financial, economic development, real estate, and entertainment.

**SITUATION**

- ▶ The customer was hosting a conference in Las Vegas. With poor registration numbers looming in the 11<sup>th</sup> hour, the company needed a way to drive additional registrants. Rapid results were needed to gain conference recognition and subsequent registrants to ensure profitable results.



**SOLUTION**

- ▶ Email messages were quickly composed for a campaign that launched within days of receiving the request. Prospects were quickly identified by focusing on the key parameters of company size, geographic location, and SIC codes to effectively target the highest yield among potential attendees.

**RESULT**

- ▶ Effective messaging along with a segmented database and smart delivery technology resulted in an overwhelming response. The customer experienced email open rates of over 45 percent with a response rate of nearly 3.5 percent, filling the conference to capacity. The customer was extremely pleased with the results and continues to use the service for other lead generation activities.

For detailed information on any of our solutions, contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)

[www.firstwave.net](http://www.firstwave.net)