

CASE STUDY

Leading Telecom Provider Successfully Targets SMBs Using High-Quality OMI Email Data



OMI Acquisition Campaigns Drive 82%
Share of Major Telecom Provider's
SMB Revenue Earned through the
Email Channel in 2017 & Deliver Email
Marketing ROI of 118 to 1



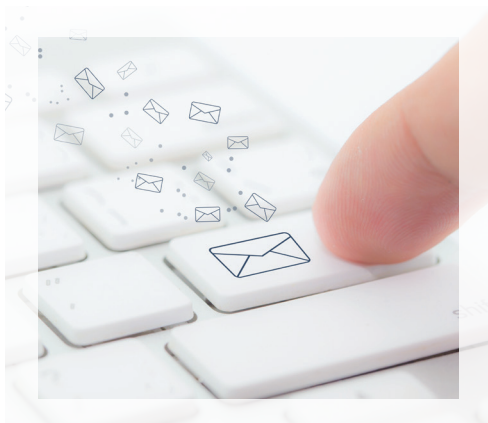
THE SITUATION

THE CLIENT:

A Leading Multi-National Telecom & Wireless Network Provider

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- Looking for new ways to reach SMB prospects beyond direct mail, the telecom provider determined email marketing offered a high return on investment (ROI) and a proven channel for SMB marketing.
- Ready to ramp up, the company quickly learned it lacked the email marketing data required to fuel a successful email-based lead generation initiative.
- In addition, the SMB audience presented email challenges for the company, with only 24% of U.S. businesses using corporate domain-based emails, and the remainder using hard-to-find public domain addresses (Yahoo!, Gmail, AOL and others).
- The telecom provider sought a reputable email data partner with accurate reach and a high volume of public domain email addresses. High email validity was also critical.



THE SOLUTION

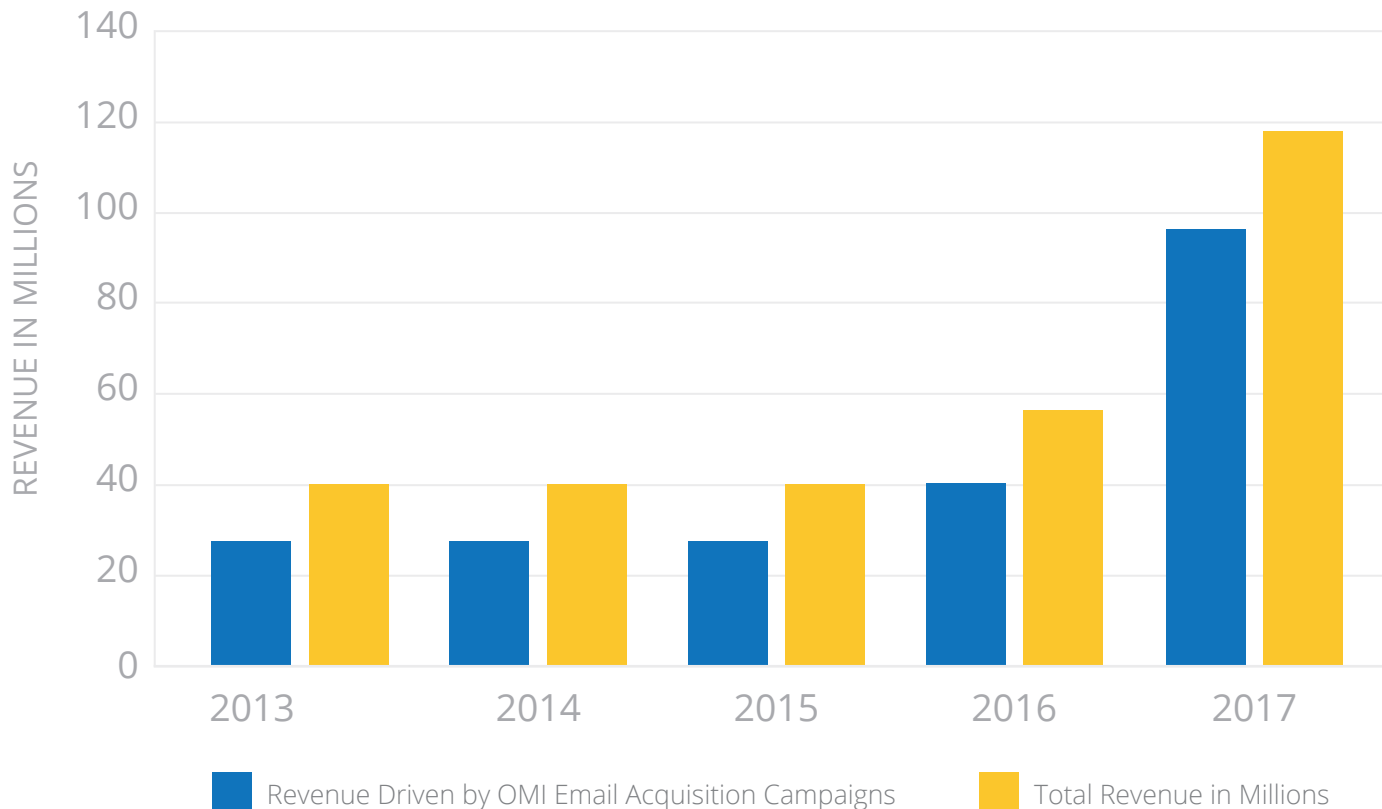
- OMI was selected after an exhaustive search, which included examination of larger brand-name email data suppliers.
- OMI's SMB market expertise, as well as the accuracy and breadth of its data, were the deciding factors.
- Offering access to 16 million SMBs, OMI provided the reach the telecom provider needed, with 95% email validity as well.

THE OUTCOME

- ✓ In 2017, ROI skyrocketed to 118 to 1, with the provider achieving \$118.5 million in total SMB revenue using the email channel. OMI email acquisition campaigns drove an 82% share of that revenue.
- ✓ In 2016, after more than 4 years in partnership with OMI, the provider achieved \$55 million in revenue through use of OMI email data, representing an ROI of 55 to 1.
- ✓ The results driven by OMI in 2017 make up nearly 75% of the provider's total share of revenue for their SMB initiative.
- ✓ Open rates in the 4 to 7% range have yielded steadily increasing sales.
- ✓ Hard bounce rates were consistently under 2% to further strengthen ROI.
- ✓ In OMI, the telecom provider has found a high-value email data partnership that improves with time and drives continued sales success and growth in the SMB market.

THE OUTCOME

TELECOM PROVIDER REVENUE EARNED THROUGH THE EMAIL CHANNEL: 2013 - 2017



“Determining how to best reach your prospects—at the right time, and in the right context—is critical to email marketing success. That’s why building an accurate, targeted email list is an important early step in the process.” –

Paula Chiocchi, CEO, Outward Media, Inc.

“We have consistently found OMI to have the best data quality and highest ROI in the market. The accuracy of their email marketing data, along with their expert guidance and support, have proven to be extremely valuable to our SMB initiatives.”

– Marketing Executive, Leading Telecom Provider

“We are tremendously proud to provide such a successful data-driven email program for this high-powered client, and to continue to effectively serve their need to reach SMBs with accuracy and the highest levels of ROI.”

– Paula Chiocchi, CEO, Outward Media, Inc.