



CASE STUDY

OMI Email Acquisition
Campaign Delivers ROI
at Scale for a Leading
Telecom Provider



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Background

When a leading multi-national telecom & wireless network provider wanted to spark business growth at scale for its nationwide fiber-lit buildings program, they turned to OMI.

With outstanding results, the campaign drove amazing **LTV ROI of \$2.1MM, with an email deliverability rate of 90.78% and an increase in scale of 300%.**



Situation



2022

OMI's 2022 email acquisition campaign dramatically improved cold email delivery rates and prospect conversions for the leading multi-national telecom provider's fiber-lit buildings program with an extraordinary ROI of 25 to 1.



2023

In 2023, the telecom provider sought to achieve a similar ROI at a larger scale with an email acquisition campaign, focused on a highly targeted audience of business owners, offering their fiber internet service.



The Solution

Now, drawing upon 10 years of strong results from working with the OMI team, the client has turned to OMI once again to tap into their deep extensive expertise in email marketing, deliverability and leveraging their B2B contact data for campaign scale and accurate reach.

The unique data for the campaign consisted of 750K contact records, with one-third of the data sourced from OMI and the remaining balance sourced from other third-party data suppliers.

Through OMI's propriety platform, a high rate of 90% of emails were delivered

OMI proposed and executed an email campaign inclusive of three email transmissions sent over a three-month period.

Contacts that opened or clicked the initial email, were transferred on an automated basis to the telecom provider's CRM platform for ongoing outreach of their products and services.



The Outcome

- Fueling the campaign with 750,000 contact records, the **OMI team increased the scale and reach of the 2022 email acquisition efforts by over 300%.**
- Total LTV **ROI for the campaign was exceptional, at \$2,100,000, matching the previous campaign at 25 to 1 – which is a return of \$25 for every \$1 spent.**
- Due to the innovative and effective design of OMI's proprietary platform, the **deliverability rate was well above the industry standard at 90.78% for the entire 3-month period.** This enabled the telecom provider to reliably reach a sizeable audience of targeted business owners.
- With OMI, the leading multi-national telecom provider has found a high-performing email transmission partner and a B2B contact data provider, and as a result, has **already committed to expanding its marketing partnership with OMI.**

Testimonial and Statement

"Our ongoing partnership with OMI has had a big impact on our fiber-lit success. Their email marketing expertise including their proven approach to deliverability and the outstanding quality of their B2B acquisition data has enabled us to drive substantial new business and stand out from the competition." – **Marketing Executive, Leading Telecom Provider**

"To continue with exceptional ROI and achieve it at scale as we did with this campaign is quite an accomplishment. As a data provider and email transmission partner for our client, we are proud to once again empower them to drive outstanding business growth. By approaching their goal with both innovative solutions and high-quality data, we have enabled the telecom provider to increase sales and lay the groundwork for future new business opportunities." – **Paula Chiocchi, CEO, Outward Media, Inc.**