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

OMI Data Drives Significant Increases in Major Telecom Provider's SMB Revenue in 2018; More than Doubles Email Marketing Performance with an ROI of 289 to 1

OMI

outwardmedia.com

THE CLIENT & SITUATION

THE CLIENT:

A Leading Multi-National Telecom & Wireless Network Provider

THE SITUATION:

• With technology evolving and consumer buying habits changing, the telecom provider needed a method for attracting awareness and engagement.

• Looking to reach SMB prospects in new ways beyond direct mail, it turned to email marketing because of the high return on investment (ROI), real-time attribution and measurability that it offers.

• As it prepared to launch its email marketing initiatives, the company quickly learned it lacked the email 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 data, scalability 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 and alignment with the telecom provider's specified audience criteria, OMI provided outstanding reach, with a 95% email validity guarantee as well.

• To add further value for lead nurturing and prospecting, OMI developed two API integrations. One sends cleansed data directly to the telecom provider's central data warehouse. Following an initial deep cleanse, this data is cleaned monthly and not only includes OMI email records but also web signups, trade show leads and more. Because the process is automated, there is less margin for error. The second API integrates with the provider's Eloqua platform. Now, as they perform outbound campaigning, all hard bounces are automatically transferred from Eloqua back to OMI for verification and potential replacement. In both cases, OMI ensures that sales and marketing teams gain access to the freshest prospect data in real time.

THE OUTCOME

✓ In 2018, by working with OMI, the telecom provider's email marketing ROI skyrocketed to 289 to 1 representing a nearly 144% year over year increase.

✓ OMI's email data drove $289M in revenue for the telecom provider in 2018.

✓ Open rates in the 3 to 8% range have yielded steadily increasing sales.

✓ OMI used innovative strategies to increase ROI including email retargeting to those recipients who opened or engaged with campaign emails.

✓ 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.

YEAR-OVER-YEAR REVENUE GROWTH IN MILLIONS USING OMI EMAIL DATA
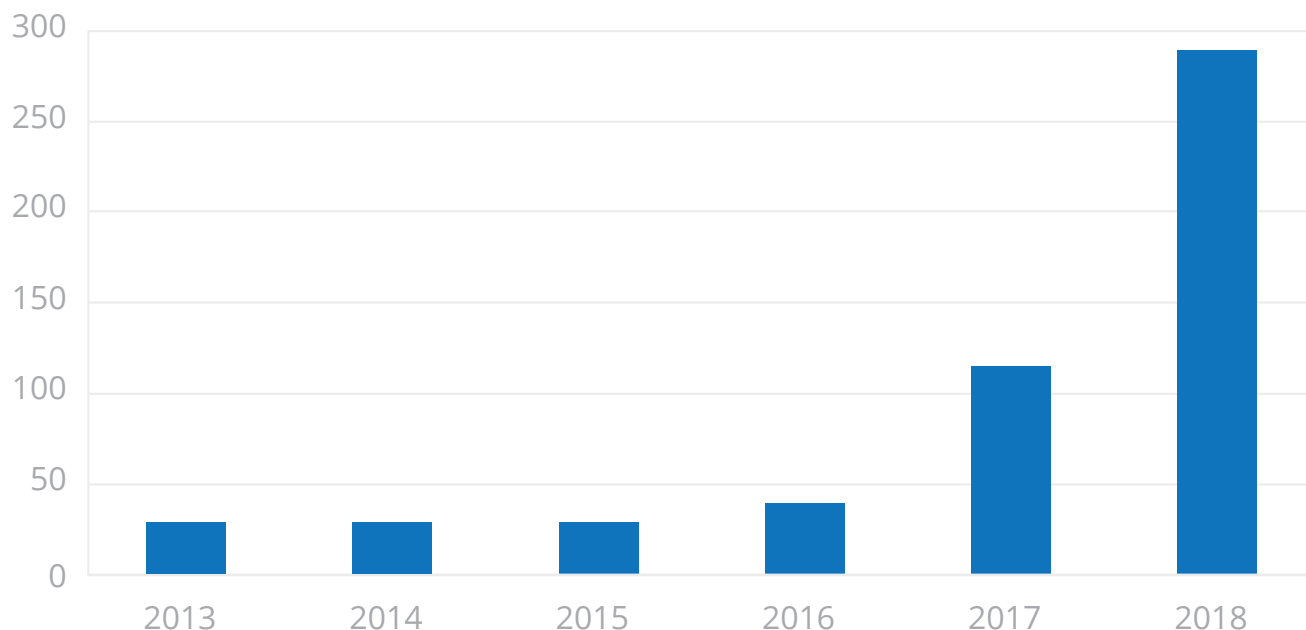
"Determining how to best reach your prospects—at the right time, and in the right context—is critical to email marketing success. That's why building an accurate, targeted email database is an important early step in the process."

– 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.