CASE STUDY

Electronic Payment Processing Innovator VyaPay Partners with OMI to Fuel Explosive B2B Sales Growth

OMI Data Now Provides More than 30% of Startup's New Sales Leads; First OMI-Driven Email Campaign Leads to $30M Dollar Deal in Less Than a Month

OMI
outwardmedia.com

THE CLIENT

VyaPay, an electronic payment processing service specializing in application compatibility and the latest trends in technology, guides customers through the process of accepting payments by carefully evaluating the specific needs of their business model. The company's innovative, easy-to-use and tailored solutions – such as the industry's only Instant Merchant Settlement offer – comprise a unique, comprehensive blend of bankcard expertise, operational service and support, and technology.

THE SITUATION

• After receiving capital funding, VyaPay was a startup looking to rapidly expand – but lacked an existing customer database.

• VyaPay sought high-quality data to generate qualified leads for its newly hired sales team.

• The company wanted to target small business users of Quick Books – companies with 100 employees or less. The objective was to showcase VyaPay's powerful QuickBooks integration capabilities, which fuel simplified payment processing for businesses. These capabilities are further supported by VyaPay's Instant Online Approval feature, which has the potential to be an industry game changer.

• The primary goals of VyaPay's email campaign were accuracy and deliverability: they needed accurate records to keep morale high for their sales team, and messages delivered to inboxes in order to maximize leads.

THE SOLUTION

• OMI was selected to partner with VyaPay due to the size of its B2B database and the breadth and depth of its SMB data, which both align with VyaPay's QuickBooks campaign strategy.

• Offering access to 20 million-plus businesses and 40 million-plus contact records with phone numbers and email addresses, OMI provided the reach and deliverability VyaPay needed for their launch. In addition, VyaPay was impressed with the accuracy of OMI's records and its ongoing optimization analysis.

• OMI was able to analyze form fill placement on VyaPay's landing page and advised moving the form fill to the left side, making it stand out more naturally as users read from left to right.

• OMI started with a general message and large reach, allowing the company to analyze which verticals were responsive. Next, OMI filtered and segmented the data with specialized messages targeted for each group.

• Because they were a market newcomer competing with established brands, VyaPay was unable to use a lookalike audience, so OMI closely analyzed each vertical – based on email opens, clicks and form fills – to optimize messaging and audience targeting.

• OMI offered added value by providing the open and click email contacts for ongoing marketing automation and retargeting through social media and/or display ads.
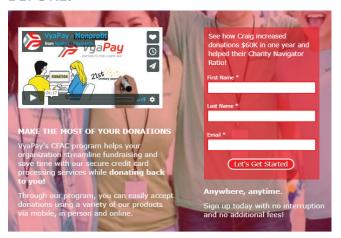
✓ In an initial email campaign using OMI data, VyaPay closed a $30 million deal with an ad specialty company within four weeks of the campaign launch.

✓ After moving the form fill to the left side of the landing page, form fills increased 300% and went from under 0.5% of traffic to over 2.5% conversion.

✓ Just three months after launch, OMI is providing more than 30% of new leads including referrals, social ads, and organic search.

✓ After starting with 2% open rates, VyaPay is now regularly achieving 7-8% open rates and over 0.75% click rates.

✓ Hard bounce rates have been under 1%, which strongly protects their URL domain reputation.

CASE STUDY HIGHLIGHTS

Form Fill: Moved from right side to left side; video moved beneath.

BEFORE:

AFTER:

"We selected OMI due to the quality of our data for new customer acquisition. By aligning with them, we got much more than just a data partner. OMI brings content expertise and has been truly invested in guiding us to convert more prospects into customers."

– Wain Swapp, CEO VyaPay, LLC.

To learn more about VyaPay payment solutions, please visit www.vyapay.com. VyaPay allows any business to accept credit card payments using their own software and Quickbooks.