



OMI Email Data Boosts Regional Telecom Provider's Qualified Leads By 57%

High-quality, Targeted OMI Data Drives Email Marketing Success, Outperforms Previous Campaigns Using Another Supplier's Data by a Wide Margin

The Client:

Serving the Midwest and Southern areas of the U.S., this regional telecom provider is one of the nation's tenth largest cable television companies and among the leading cable operators focused on smaller cities and towns.

The Situation:

- Seeking to increase leads to fuel business growth, the telecom provider recognized email marketing offers a high return on investment (ROI) and the capability to reach their target B2B and SMB customers in rural areas.
- Previous email campaigns using contacts from a high-profile data provider performed poorly with low deliverability and failed to drive significant leads, resulting in low ROI.
- The telecom company decided to maximize the power of email marketing using more accurate and targeted data, and sought a reputable data supplier with a large volume of contacts and high email validity.

"We take great pride in the results we deliver to our clients. OMI turned around this client's previous email marketing initiatives and empowered them to reach their target market, earning significantly more leads and greater business success."

– Paula Chiocchi, CEO, Outward Media, Inc.

The Solution:

- After a comprehensive search, OMI was selected as the new data supplier.
- OMI's B2B and SMB market expertise, as well as the accuracy and breadth of its data, were key factors in the decision.
- Offering access to up to 350,000 contacts for the target market, OMI provided the reach the telecom provider needed, with 95% email validity.

"Our clients continue to be impressed with the unparalleled quality of our data, which enables them to reach their target markets and acquire valuable leads. We look forward to continued success as the email data provider to this fast-growing telecom industry client."

– Paula Chiocchi, CEO, Outward Media, Inc.

The Outcome:

- OMI developed an email campaign solution with targeted B2B and SMB business contact data, providing 100,000 high-quality records with appropriate titles.
- In one year's time, OMI's email data achieved a 57% increase in leads for the telecom company compared to previous efforts using another provider's data.
- Open rates using OMI data were above average for acquisition email campaigns – consistently in the 3 to 5% range. The click through rate of 5% was well above the average, generating qualified leads and setting up the telecom provider for increased conversions.
- As part of the campaign strategy, the client turned to Act-On, which combines acquisition email delivery capabilities with marketing automation in a single platform.
- In OMI, the telecom provider has found a high-value email data partnership to drive continued business success.

"Determining how to best reach your prospects—at the right time, and in the right context—is critical to email marketing success. At OMI, that's our competitive advantage and it's why so many clients turn to us for high quality, targeted email data."

– Paula Chiocchi, CEO, Outward Media, Inc.