



How Autodemo tripled their email open rates with a Strategic Advisor

THE CHALLENGE

Prior letdowns with other ESPs instilled shaky confidence; the hope of their goals being met was waning fast.

Autodemo's been on the scene for nearly 20 years, making explainer and demo videos that spread like wildfire, winning them clients like Google, Amazon, Red Hat, Yahoo, and Microsoft. But this rapid growth meant that their email provider had to be just as powerful and able to grow and adapt at a moment's notice. In the early days, their basic email needs were facilitated by Mailchimp. But as time passed and the company expanded, Autodemo's engagement level was actually on a downward trend, even though they were doing what they'd always done before. Autodemo needed more hands-on guidance and innovation from their ESP.

Autodemo understood email marketing in its infancy, and yet, still needed help navigating the ever-changing world of email.

THE METHOD

We know this much about said world of email: it's rooted in providing a simple, accessible message, but there are a lot of variables at play—and thus a high likelihood for things to go wrong. From experience, we also know that depending on the goal (in this case, countering the negative trend of engagement), personalization, list management, and a bit of sending strategy can do wonders. Understanding this, iContact's Strategic Advisor, Steven Rausch, segmented Autodemo's customer lists by activity, experimented with buzzy content, or in JC's words, "Tried provocative subject lines and splitting up questions where we'd ask one and then answer it in the body text," and performed list hygiene by removing non-openers.

THE OUTCOME

iContact's precise segmenting and discovery of the secret sauce for subject line composition tripled Autodemo's open rate from 8% to 23% in 3 months.



"Everyone I've talked to is friendly, communicative, and open with me. When I've had technical issues, they had answers, and I've appreciated that in times of need."

JC Stites,
CEO & Executive Producer

THE TAKEAWAYS

+15% bump in open rates in 90 days

+Convincing emails that are fruitful in their attempt to stimulate buyer intent

+Unrivaled access, real-time customer support (which means no more waiting or pausing operations because of a delay in response)

INDUSTRY: B2B, Information technology

MAIN PAIN POINT: Decreased engagement and lack of accessible support