



SageQuest leverages the power of email marketing to successfully drive new sales

COMPANY NAME

SageQuest

USER NAME

Todd Ewing

USER FUNCTION

Senior Product
Manager

ISSUE

Need New Source
for Leads

PRODUCT

Rapid Reach™ Email
Marketing Solution

INDUSTRY

Fleet Tracking and
Mobile Resource
Management

ISSUE: Creating lead flow while controlling marketing costs is central to any company focused on profitability. With so many options for lead generation, marketing professionals must choose the most effective methods to generate demand and maximize investment. For GPS fleet tracking and management provider SageQuest, email campaigns are a growing success.

Todd Ewing, Senior Product Manager, summarizes, “We developed successful creative for email campaigns, with solid messaging about our product offering and a clear call-to-action that drove activity. However, we needed to reach larger prospect groups to scale up our lead potential.”

Todd and his team created a large suspect database for SageQuest to target, but struggled to collect accurate email addresses they could leverage with their proven campaigns. “We use SIC code and fleet size to accurately target companies that have a need for GPS fleet tracking, but the sources we use to get company fleet data don’t often have contact email addresses.”

“Within five minutes of launch, we had our first lead in the door, and it certainly wasn’t the last.”

– Todd Ewing
Senior Product Manager
SageQuest

SOLUTION: To generate more leads using email, Todd partnered with D&B®, using its Rapid Reach email marketing solution. Working with his representative, Todd was able to define and segment his market. “I provided custom criteria including SIC code, company size and contact titles for D&B to match against their database. They quickly came back with results and a new universe for me to target.”

Using Todd’s criteria, his representative matched 10,000 contact email addresses SageQuest could target with Rapid Reach. Next, Todd was sent a link giving him access to the Rapid Reach email campaign management (ECM) tool. Todd was directed through a step-by-step process to upload his HTML creative and subject line, and then was able to preview his emails and make any final edits. Finally, D&B provided test emails to Todd’s team so they could see how the campaign would look when delivered and approve the content.

Once the message was finalized, Todd set a date and time for the launch. “The launch timing for email campaigns is crucial, and

CASE STUDY

D&B (NYSE:DNB) is the world's leading source of business information and insight, enabling companies to Decide with Confidence® for 165 years. D&B's global commercial database contains more than 100 million business records. The database is enhanced by our proprietary DUNSRight® Quality Process, which transforms the enormous amount of data we collect daily into decision-ready insight. Through the D&B Worldwide Network—an unrivaled alliance of D&B and leading business information providers around the world—customers gain access to the world's largest and highest quality global commercial business information.

D&B's solution allowed us to launch the campaign on the day and hour I chose. They handled the technical process of launching the message, which saved my team time and worry over getting the details squared away.”

RESULTS: Using Rapid Reach brought in numerous valuable leads for SageQuest. “When the campaign launched, we saw results within minutes,” Todd said. Todd's email prompted recipients to register and download a buyer's guide through their website, an offer with immediate response. “Within five minutes of launch, we had our first lead in the door, and it certainly wasn't the last.”

Todd saw the potential of instant demand generation offered by email campaigns come to life with Rapid Reach. “The Rapid Reach email audience had as good, if not better, deliverability and message open rates than other sources we have tried. It also brought in the highest conversion rate (% of delivered messages that became leads) of any source we've used, including our existing internal email database.”

In fact, SageQuest secured multiple new business deals because of the campaign, including one sale valued at over \$100,000. “With just one deal we established a positive return on the campaign, and to date this campaign has paid off at over 30 times our initial investment” Todd notes. He adds “The close rate from lead to sale achieved with this campaign is definitely higher than our norm.”

Todd summarizes his experience: “Email is the fastest way to garner response, and Rapid Reach made a cost-effective campaign with positive ROI easy to achieve.”

SageQuest Campaign Results HIGHLIGHTS

- Higher lead conversion rate vs. in-house email list
- Closed leads-to-sales at a 12% rate
- Closed one sale valued at over \$100,000

Company Profile

SageQuest provides GPS fleet tracking and management products that improve the overall efficiency and productivity of any mobile workforce. Built on a foundation of over four decades of experience improving fleet communications and operations, SageQuest is focused on helping customers reduce fleet costs, increase productivity and improve customer satisfaction. SageQuest's best-in-class solution, Mobile Control, delivers a comprehensive suite of tools through an easy to use, web-based interface. For more information on SageQuest, visit www.sage-quest.com or toll-free at 888.837.7243.