

Cross-Sell Upsell

Client is a world leading provider of information solutions for professionals with heritage of information solutions that stretch back to the 19th century. It helps scientists make new discoveries, lawyers win cases, doctors save lives, corporations build commercial relationships, insurance companies assess risk, and government and financial institutions detect fraud.

Challenges

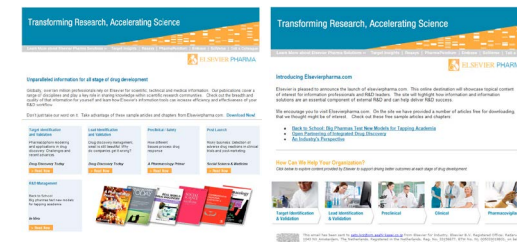
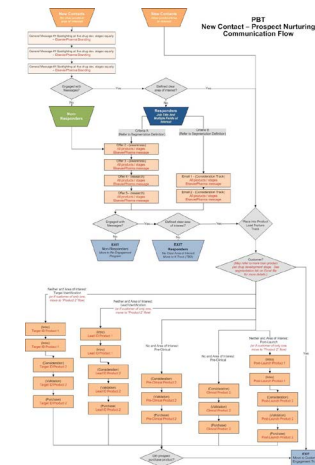
- Client provided 6 complementary information products for scientists and researchers who work in all stages of drug development
- Client had only recently begun to use email marketing to welcome and nurture prospects, and had no strategy in place to tap huge cross-sell / upsell opportunities in customer base
 - Area/product of interest for these contacts was poorly defined in their marketing automation tool and CRM

Tactics

- Multi-touch, multi-channel campaign designed with a series of emails utilizing varying levels of corporate and product branding
 - Registration form included progressive profiling
 - Email layouts offered multiple ways for contacts to explore products on their own, including navigation bars
- Lead scoring logic built into campaign flow to route contacts to product-branded messages in-line with their interests

Results

- 20%** Average email open rate, with 30% CTR (unique contacts)
- 40%** Conversion to form submit, and average of 3 areas of interest per unique contact
- 5%** Average 5% lift in revenue generated per product during first 6 months of campaign



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QuickPivot is the leader in real-time cross-channel marketing automation and services for B2B and B2C enterprises. QuickPivot delivers insight plus channels plus content in one marketing platform to enable marketers to listen, connect, learn, and adapt to the changing needs of customers. For more information, visit www.quickpivot.com, or call +1-617-880-4000, or email info@quickpivot.com.

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