

CASE STUDY

of

SCHOOL OF LAW

SOLUTION PROPOSED

Customized Records
&
Data Verification





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Irving, Texas – 75039



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Client Background:

- The client is one of the well-known law school located in the northern region of the United States.

The client specializes in preparing students to crack the composite economic, social, and business challenges. Their motive is to equip learners for the needs of the 21st century.

Challenges:

- The client approached Blue Mail Media to conduct email campaigns for HR professionals as early as possible.
- The first challenge was to clearly understand the requirements set by the client. The client's prime objective was to reach the maximum audience with specific titles.
- Due to the increased competition in the business space, our clients were unable to perform an email campaign with the desired outcome.
- The clients required Blue Mail Media to build a customized list of HRs that could make marketing execution an easy task.



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Solution Phase:

Blue Mail Media offered an all-inclusive solution to our clients in a given period. Firstly, we retrieved the data of HR professionals in the United States from our repository consisting of millions of records. We also acquired relevant HR data from our most-trustworthy data partners across the state. Our team cross-verified every single record with the latest proprietary services. We used a six-stage verification process to update the database.



To meet the requirement of the client's, we customized the HR database based on mid to entry-level titles. Finally, Blue Mail Media placed the compiled list into the MS Excel format. Our team completed this entire process within three business days.

Final Outcome:

Customized list from Blue Mail Media helped the client run a successful email campaign for their HR Compliance Certificate with a whopping increase of 73% in the response rate and 32% in revenue.

Our clients were able to meet the right HR professionals in the U.S market efficiently with no hassle.



Visit: www.BlueMailMedia.com



Blue Mail Media provides customized B2B email and mailing lists configured as per industry, geographic regions, demographics, size of the prospective market and so on. With a motive to support your sales and marketing teams in the lead generation process, Blue Mail Media maintains a rich directory of decision makers across all industries and provides marketers with complete access to information to reach out to their prospects via emails, physical mails or telephone.



9 Years of Industry
Expertise



75 Million Business
Records



1+ Million Verification
Calls



8+ Million Verification
Emails



Served 2K+ Clients
Globally



Know more about our solution and get the best service for your business.

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