

CASE STUDY

of

ACCESSORY SUPPLIERS

SOLUTION PROPOSED

Custom List Building
&
Email Appending



Client Background

The client is one of the market-leading suppliers of replacement parts and accessories for various products such as electronics and appliances, office equipment, personal care goods, etc. With distribution facilities located in Georgia and Florida, the company supplies new, reclaimed and well-suited parts for approximately 200 top manufacturer brands. Being the most extensive multi-vendor parts inventory in the market, it offers access to 8+ million parts in the database.

Phase 1

Challenges

The client contacted Blue Mail Media to retrieve the details of chairpersons, Vice Presidents, CEO, General Manager, Administrator, Facilities Director, and other top-level professionals from Business and Technology, Computer & IT, Computer/Instructional, Data Technology, and Technology Education Department located in Georgia, Florida, and other parts of the US. The industries requested by the clients belonged to the following categories.



- **NAICS** Code 524128: Direct Insurance (except Life, Health, and Medical) Carriers
- **NAICS** Code 561790: Other Services to Buildings and Dwellings industry
- **NAICS** Code 811411: Home & Garden Equipment Repair and Maintenance

Our Solutions

Blue Mail Media helped this client by building a customized list of the requested job titles across various industries. Our team analyzed the requirement to deliver valid data of professionals in several parts of the US. Every record in our B2B list undergoes severe verification and validation process before emailing the final list to the client. Delivering the high-quality email list is our utmost priority, and our team invests massive effort to achieve the same. We were able to process this list within four business days.





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Phase2

Challenges

As we have provided a highly accurate and reliable list of customized records, clients were delighted with the outcome and reached us again with the new requirement. They requested us to append the email addresses to the existing list of contacts to expand their venture across different market.



Our solutions

Blue Mail Media was happy to help the repeated client with the special email appending service. Our team of professionals, as always worked vigilantly to add the right email addresses to the prospect's contact information. Once appended, we verified the records using best-in-class tools and manual procedures to ensure the supreme quality. The list now covered details of the professionals along with their email addresses for the successful execution of campaigns.



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Final Outcome

The customized list building and email appending solution from Blue Mail Media helped the clients in the following ways:

01

The clients reaped the highest revenue of **350%**, which is **3x** times more than the previous campaign.



The deliverability rate of their email campaign witnessed a rise from **90.4%** to **94.9%**.

02

03

Clients received a considerable response rate of **29%** in their newly executed email marketing campaign.



Clients were able to reach the right prospects in the market and retain the old ones effortlessly.

04

Visit: www.BlueMailMedia.com

Connect with the Leading Experts in the B2B Industry

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.



**10 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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