



FutureFlowMedia

Hyper-Targeted Email Advertising
Fuels Fortune 500 Company's
B2B Product Launch

Traditional Advertising Channels Failed to Cost-Effectively Reach the Right Audience

When one of the world's leading manufacturers of a line of building products introduced a new line of commercial products in a completely different category, they faced a major hurdle. They needed to expand the popular notion of their brand by engaging potential customers with educational information and compelling offers. Unfortunately, their target buyers proved very difficult to reach through traditional advertising channels.

The company and their agency researched and tried a wide variety of online and offline media opportunities but came up dry. The specific job titles they needed to reach—facility managers and contractors—don't spend much time online and there isn't a major trade show or publication with sufficient focus. There simply wasn't an obvious, cost-effective way to reach this specific set of decision-makers.

Hyper-Targeted Email Advertising Delivers Relevant Messages to Hard-to-Reach Buyers

During its research, the agency discovered **Hyper-Targeted Email Advertising** by Future Flow Media and decided to try permission-based, targeted email advertising as a channel to their audience. The Hyper-Targeted Email Advertising database, with its detailed profiles for over 51 million business subscribers, gave the agency an unprecedented ability to target B2B messages according to:

- Industry,
- Company size and revenue,
- Job title/role,
- Languages,
- Gender,
- Geography,
- and much more.

Armed with this message delivery capability and the full-service assistance of their Future Flow consultant, the agency crafted and executed permission-based email campaigns to:

- Create new product awareness,
- Provide special offers and promotions, and
- Drive direct response calls and orders.



Delivering Results

The campaigns hit the mark. Compelling messages and offers successfully landed in-front of the otherwise hard-to-reach facility managers and contractors who are responsible for relevant purchase decisions. With the help of their Future Flow consultant, the agency was able to split test multiple offers and creative approaches while measuring campaign effectiveness and overall ROI. The optimized campaigns yielded:

Problem

Lagging sales of new B2B products. Hard to reach customers through traditional channels.

Solution

Hyper-Targeted Email Advertising successfully delivered relevant messages to property managers and contractors.

Results

- 100% message delivery
- Record-setting response to coupon offer
- Increased orders and opt-in growth

- 100% email delivery,
- Record-setting number of coupon and information kit downloads,
- A significant lift in brand awareness and interactions,
- Increased product orders through direct response, and
- Dramatic growth in the company's email opt-in list that enabled subsequent cross-selling and re-marketing campaigns.

Delighted with the role that Hyper-Targeted Email Advertising played as a catalyst for the growth of their new product line, the company committed to an ongoing email list rental strategy, and the agency involved selected Future Flow Media as their preferred partner for future projects with all of their clients.



FutureFlowMedia

Future Flow Media helps leading agencies and companies get the most relevant messages in front of audiences that are ready to buy. Our Hyper-Targeted Email Advertising is a new class of high-integrity, high-performance direct marketing that combines full-service consulting expertise, a proven campaign optimization framework, and the world's freshest, most targetable database of opt-in email addresses.

Find out more at www.futureflowmedia.com

