

## CHALLENGE

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A technology data strategy strategist wanted to promote their data mapping service for consumer retail locations. The market interest was unknown, but a beta test produced positive responses from three established clients.

## SOLUTION

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- Identified specific components of data mapping service to position for prospective clients
- Strategically constructed messaging intervals targeted towards prospects
- Developed brief, direct email marketing messages for nurturing interest
- Initiated email marketing campaign for optimal timing

## RESULTS

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The first email generated over \$32,000 in new business.

**Does your email marketing need a boost in conversions?**

[START A CONVERSATION](#)

*Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.*