

SubscriberMail Rescues Conney Safety From ESP Indifference



Case Study

Situation

Conney Safety, a distributor of workplace safety products and equipment, was maintaining a steady line of communication with its customers — regularly mailing more than 1.5 million news and product updates each month — but became dissatisfied after their email marketing solution came under new ownership.

“The implementation did not go well, and our deliverability tanked,” said Mandy Allan, database marketing manager for Conney Safety. “We couldn’t get detailed reports, couldn’t get answers to our questions...we had no visibility.”

In an effort to continue the growth of its email program, while receiving the strategic guidance and service necessary to address areas of need, Conney Safety began searching for a new email service provider.

Action

Conney Safety began using SubscriberMail on a proof-of-concept basis in late 2010, and after experiencing several creative review and strategic planning sessions, came on board as a client shortly thereafter. SubscriberMail’s high-touch approach to customer service made the transition to a new email marketing platform an easy one for Conney Safety.

Allan took a three-month leave shortly after the program launched, which presented a unique challenge to the Conney Safety team to maintain the momentum of the email program without its project lead. SubscriberMail stepped in with its unlimited training approach and professional services to bring other members of the Conney Safety team up to speed and confident on the platform, a process made all the more seamless by SubscriberMail’s user-friendly feature set.

“It was an easy transition for them, and not a big learning curve to understand how to build and schedule messages. SubscriberMail’s list management tools cut their time in half.”

Upon her return, Allan found that the program was in good hands.

“Our deliverability has improved, and I appreciate the immediacy in their level of responsiveness when I have questions, from the first setup to the new template we recently created. Being on maternity leave, I hadn’t talked to SubscriberMail in months, but I simply emailed a request and within days I had a new campaign template ready to deploy.”

Results

In addition to providing creative insight, members of the SubscriberMail team continue to proactively ensure Conney Safety gets the most value out of the platform.

Deliverability — previously a major issue — has become a strength of the Conney Safety program. More than one year into using SubscriberMail, Conney Safety campaigns enjoy a typical accepted rate of 98 -100 percent.

“We’ve been very pleased with the results,” said Allan. “SubscriberMail has been a real asset to our marketing efforts.”

Through its dedication to client support and commitment to acting as a partner rather than simply a provider, SubscriberMail was able to rescue Conney Safety from a case of ESP indifference.