

HubSpot Platinum Partner Improves Engagement and Reduces Hard Bounces with Seventh Sense

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Matt Sunshine,
Managing Partner of
LeadG2



The Challenge:

LeadG2 was seeing low engagement and high bounce rates on both marketing emails and client mailings.

The Solution:

Customized send times delivered email at optimal times for engagement and allowed emails to hit corporations' servers at different times.

The Results:

Engagement rates increased significantly and bounce rates were reduced to almost zero after eliminating no-longer-functioning email addresses.

LeadG2, a HubSpot Platinum Agency Partner, was frequently seeing high bounce rates when they sent mailings to large corporate clients and prospects. They were also getting more unsubscribes than they thought they should, and wanted to improve engagement on client emails as well as marketing emails.

The Challenge: Hard Bounces and Low Engagement

LeadG2 serves mostly large media companies and mid-sized professional services firms. They regularly send lead nurturing emails to prospects who download content on their site as well as monthly mailings to clients to encourage them to take advantage of everything in their services offerings. Client satisfaction depends on the use of their services, so the agency wants clients to get all the benefits they can.

LeadG2 was experiencing greater than normal bounce rates, because all the emails going to large corporations were hitting the companies' servers at the same time and getting sent straight to spam. Clients kept contacting their consultants saying they weren't receiving the emails and asking to be added to the lists, even though they were regularly being sent emails.

The agency was also seeing lower engagement than they liked on both their marketing and client emails. They knew they needed to improve engagement, but weren't sure how. They had tried segmenting offers more specifically, but hadn't seen much of an impact.

Matt Sunshine, Managing Partner of LeadG2, said: “We tried everything we could think of. We spoke with our clients’ IT managers, requested that they whitelist our address, and asked them to check their junk mail. Of course we couldn’t

do any of this with prospects, and we were really frustrated. When Seventh Sense got in touch with us and described their solution, we were immediately intrigued.”

The Solution: Customized Send Times That Directed Emails to Hit Inboxes at Different Times, Based On Engagement Data

When we heard the problems that LeadG2 was having, we knew we could increase engagement and fix the bounce issue. Because Seventh Sense delivers emails at each individual’s best time, the corporations’ servers weren’t going to be hit all at once, which in some cases was triggering the spam filter.

We set up a few A/B tests on a client mailing to see what the software could do for LeadG2. The marketing team at

the agency was hopeful. Laura MacPherson, Marketing Manager at LeadG2, said, “Solving this problem would be great, not only because we wouldn’t have to deal with people calling us saying they’re not receiving our emails, but mainly because we really need clients to get the updates about new things we’ve added to their libraries. We want them to be using our materials and experiencing the benefits!”

The Results: a 26% Increase in Open Rate, 141.38% Increase in Read Rate, and a Reduction in Hard Bounces to Almost Zero

The results from the A/B tests surprised even us a little. While their open rate increase of 26% was similar to what we expected and their read rate skyrocketed to 141.38%, it was their decrease in bounces that was the most impressive. Other than two, all the bounces were due to the email addresses no longer being functional because employees had left their companies.

LeadG2 was thrilled with the results of the test and began using Seventh Sense regularly for their mailings. They continue to see higher engagement and significantly lower bounce rates. Matt Sunshine says,

“Seventh Sense is the easiest way to sustain and increase engagement. With ever-increasing competition for attention in the inbox, delivering messages at the most optimal time is key.”

Laura MacPherson adds, “We really value Mike and Eric so much. The Seventh Sense software is great, but they are so helpful in keeping in touch with us and making additional recommendations based on what they’re seeing in the industry and making sure we’re doing email the best we possibly can. It’s reassuring to know we have them on our team.”