

HubSpot Platinum Partner Gains Competitive Edge and Grows Business with Seventh Sense

“

We're able to continue to add value outside of just one software platform, and drive additional revenue and new business by using a tool like Seventh Sense. Clients know we're committed to getting results. ”

Elyse Meyer,
President of Prism Global
Marketing Solutions

The Challenge:

Prism was seeing their clients' email engagement rates become stagnant over time. They wanted to see increasing growth.

The Solution:

Automated, customized send times based on historical email engagement data put each email in recipients' inboxes at just the right time.

The Results:

Increased engagement rates and significantly more leads from email campaigns made clients happy and generated referral business.



For Prism Global Marketing Solutions, a HubSpot Platinum Agency Partner, achieving ongoing results for clients is a constant quest. When the agency noticed that email marketing engagement overtime was becoming a bit stagnant for some clients, they decided they needed to find a solution that was unique and could take their email marketing and marketing automation to the next level.

The Challenge: Stagnant Email Engagement Rates

Prism primarily serves mid-sized to large healthcare and tech companies. The agency is always striving to differentiate themselves, and one way they do this is by continually looking at new ways to increase the value they're delivering to their clients both on the strategy side and the implementation side. Prism's goal is to keep the needle moving higher, where some agencies often coast on current levels of success with clients.

While it is possible to analyze open and click rates manually, as agencies start to scale and grow, this process is not feasible in the long-term, which is what Prism was seeing as their clients continued to utilize HubSpot and grow their inbound efforts.

Elyse Flynn Meyer, President of Prism Global Marketing Solutions, described it this way: "For one of our clients in particular, email marketing plays a big role in their strategy. They're always trying to increase engagement rates. So when their engagement rate started

to remain flat instead of grow, we had to find a solution that was innovative and quick to implement. HubSpot didn't natively have a way to solve this problem, so we started

looking at the Connect integrations. That's when we found Seventh Sense."

The Solution: Automated, Customized Send Times Based On Engagement Data

After listening to Elyse and her partner, Rich Meyer, describe Prism's goals of increasing email engagement utilizing a HubSpot integration, we were confident that we could help them achieve what they were looking for. Elyse said, "For one of our clients in particular, if they only see a 10% open rate increase, that directly impacts revenue. They offer high-dollar value products and services, and their main communication with customers and prospects is email, so we had to ensure those emails were being opened and engaged with to ensure revenue growth."

We set up Seventh Sense for that first client who started using our software, and trained the team at Prism on how to use the system. We wanted them to be completely comfortable using the software, so that they could then turn around and teach their clients how to use it.

The Prism team picked it up quickly and we immediately ran it on the next campaign the client was sending out. The results were very impressive!

The Results: Improved Collaboration, Better Productivity

The results from that first campaign exceeded everyone's expectations. An A/B test showed a significant increase in open rate for those contacts who received their emails initiated by Seventh Sense versus the control group. The client was thrilled, and Prism knew they'd found their solution.

Since that time, Prism has begun implementing Seventh Sense for their other clients, and even won a HubSpot Impact Award for their implementation of Seventh Sense.

Elyse told us just how valuable Seventh Sense has been to Prism and their clients. She said, "We're able to add value outside of just one software platform, and drive additional revenue and new business by using a tool like Seventh Sense. Clients know we're committed to getting results."

And Prism doesn't just use Seventh Sense for enterprise clients with lots of contacts either. They've seen similar

increases in engagement rates for small and mid-sized companies with smaller lists. Elyse says, "Seventh Sense isn't just for large databases or companies that have a national or global audience. Everyone's patterns are different, even if they are in the same time zone. It can have an impact on your database of 200 people or 2 million people. Every test that we've run, we've seen a significant difference in engagement rates between emails we've run through Seventh Sense and the emails we have not. If email is an important part of your strategy, even if it's just a 2% increase in engagement, that makes a big difference."

Elyse also shared the following with us recently: "The Seventh Sense team is great, so open to helping us. They offer fantastic support and expert advice on everything from deliverability to how often to send email. They're just a great resource to have as an agency. They're committed to working with agencies to help them get the most out of their software and grow their business as well."