

# How an Employee Upskilling Platform Provider Increased **Brand Awareness and Website Traffic?**





## Abstract

This case study sifts through how InfoClutch's email marketing services and roofing industry email list helped an employee upskilling platform provider roll out successful email campaigns. It explains how the client was able to achieve increased brand awareness and website traffic through the guidance of InfoClutch.

## About the Client

The client provides employee learning and training courses through their platform to businesses operating in the roofing industry. From employee training and sales tips to safety protocols and talent management, they help roofing businesses address common challenges related to hiring, training, and retaining talent.

With over 200 courses, the company helped prominent roofing companies across North America in empowering and retaining employees.

## Major challenges

The client has executed email campaigns with the aim of increasing brand awareness and visibility among the roofing service companies in the USA region. However, they were not fortunate enough to yield the desired outcomes from the campaigns.

- An outdated email list that ended up in increased spam rates.
- Lack of equipped internal email campaign execution team.
- Inefficient results from campaigns executed by their existing email service provider.
- Lowered website traffic due to hindered brand awareness.

## Appropriate solutions

InfoClutch was their last hope to make the email campaign successful. And our campaign results made them spellbound.

We connected with the client via a kick-off call and discussed their challenges, specific requirements, and other relevant details.




After a series of interactions, our experts understood the scenario and curated the following as the target criteria for the email campaign:

-  **Geography:** USA
-  **Industry:** Roofing companies (SIC 1761)
-  **Job titles:** Directors from operations, sales, and administration departments; top-level contacts such as owners, partners, etc.
-  **Total number of contacts:** 11,785

We provided comprehensive contact information detailed list.  
Using the list, we successfully executed three email campaigns targeting 11,756 key decision-makers in the roofing industry.

## Final results

As a result of our email campaigns, the client’s website traffic came to its peak like never before. Below are the immense results of the email campaigns conducted with our accurate email list:

Campaign no: 1	Campaign no: 2	Campaign no: 3
<div><div></div><div>Total emails sent: 11,785 (100%).</div></div> <div><div></div><div>Total emails delivered: 11,283 (95.70%)</div></div> <div><div></div><div>Email open rate: 28.40% (3,125 emails opened)</div></div> <div><div></div><div>Email click rate: 20.08% (2,351 emails)</div></div> <div><div></div><div>Soft bounce rate: 0.01% (210 emails bounced due to temporary delivery failure)</div></div> <div><div></div><div>Hard bounce rate: 0.01% (193 emails bounced permanently)</div></div> <div><div></div><div>Spam reports: 0.01% (2 emails were marked spam)</div></div> <div><div></div><div>Email unsubscribe rates: 0.02% (43 recipients unsubscribed the emails)</div></div>	<div><div></div><div>Total emails sent: 10,620 (100%, leaving those contacts who have already responded and unsubscribed)</div></div> <div><div></div><div>Total emails delivered: 10,509 (98.9%)</div></div> <div><div></div><div>Email open rate: 31.4% (3,303 emails opened)</div></div> <div><div></div><div>Email click rate: 28.5% (2,996 emails)</div></div> <div><div></div><div>Soft bounce rate: 0.008% (90 emails bounced due to temporary delivery failure)</div></div> <div><div></div><div>Hard bounce rate: 0.001% (11 emails bounced permanently)</div></div> <div><div></div><div>Spam reports: 0 (no emails were marked spam)</div></div> <div><div></div><div>Email unsubscribe rates: 0.004% (49 recipients unsubscribed the emails)</div></div>	<div><div></div><div>Total emails sent: 10,460 (100%, leaving those contacts who have already responded and unsubscribed)</div></div> <div><div></div><div>Total emails delivered: 10,182 (97.3%)</div></div> <div><div></div><div>Email open rate: 25.0% (2,552 emails opened)</div></div> <div><div></div><div>Email click rate: 16.8% (1,720 emails)</div></div> <div><div></div><div>Soft bounce rate: 0.17% (176 emails bounced due to temporary delivery failure)</div></div> <div><div></div><div>Hard bounce rate: 0.01% (102 emails bounced permanently)</div></div> <div><div></div><div>Spam reports: 0 (no emails were marked spam)</div></div> <div><div></div><div>Email unsubscribe rates: 0.003% (32 recipients unsubscribed the emails)</div></div>

Here's a tabulated version of the campaign results:

Campaign	1		2		3	
Total Emails Sent	11,785	100.00%	10,620	100.00%	10,460	100.00%
Delivered	11,283	95.70%	10,509	98.9%	10,182	97.30%
Opens	3215	28.40%	3,303	31.4%	2552	25.0%
Clicks	2,351	20.08%	2,996	28.5%	1720	16.8%
Soft Bounces	210	0.01%	90	0.008%	176	0.17%
Hard Bounces	193	0.01%	11	0.001%	102	0.01%
Spam Reports	2	0.01%	0	0	0	0
Unsubscribes	43	0.02%	49	0.004%	32	0.003%

## Conclusion

It is evident from the results that InfoClutch's roofing email list and email marketing services played a vital role in the success of the client's email campaigns. Moreover, the campaigns yielded incredible results, particularly an increase in brand awareness and a significant rise in website traffic.

## Testimonial provided by the client:

“

Working with InfoClutch has been transformational for our business development and Out bound sales initiatives. From their quality email lists and wealth of information, this has been the cornerstone to improving how strategically we approach prospects from email to DMs to texts and calls. I'm grateful to have the InfoClutch team on my side and look forward to more successful campaigns such as the ones we've been running for the past few months.

Thank you team!

”



– Clifton Savage

# InfoClutch

InfoClutch is a leading provider of B2B data solutions and email marketing services. With comprehensive data sourcing capabilities that bring market and customer information from across the globe, InfoClutch has been providing businesses with accurate and actionable data for 15 years, helping decision-makers gain valuable insights and equipping sales and marketing teams with verified data to drive higher conversions.

You can learn more about InfoClutch by visiting our website or contacting our customer service representative.

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