



COMINDWARE IMPROVES EMAIL ACCURACY, SHORTENS 'PATH TO PRODUCT' WITH FRESHADDRESS

SYNOPSIS:

Comindware (www.Comindware.com) used FreshAddress services to reduce invalid email addresses and improve form-completion accuracy so that its sales team could connect more effectively with prospects.

HOW EMAIL FITS INTO COMINDWARE'S MARKETING & COMMUNICATION STRATEGIES:

Email marketing is an important promotion tool for Comindware, Inc., a software company that delivers innovative business management solutions for enterprise, project and workflow management.

Besides using email to send important product information and system notifications to clients and to deliver its company newsletter, Comindware uses a marketing automation system to send lead-nurturing messages to tens of thousands of potential clients who provided their email addresses in requests for product trials.

THE CHALLENGES: 'JUNK LEADS & LEAD-GEN FORM ERRORS'

Comindware's sales team was spending too much time trying to contact "junk" leads that stemmed from invalid email addresses. Team members attempting to connect with prospects through the email addresses provided on contact forms had to deal with a bounce rate that ranged from 4% to 7%. The company also sought ways to help prospects fill out lead-generation forms accurately.

THE SOLUTION: FRESHADDRESS API & SAFETOSEND®

Comindware used the FreshAddress API to verify email addresses on the back end. FreshAddress also helped staff members develop several local extensions. The company also used SafeToSend to validate emails submitted on landing page forms. After incorporating SafeToSend, Comindware quickly switched to a new API and now uses both PHP and JS API.

THE RESULTS: HIGHER QUALITY LEADS, IMPROVED LEAD CONVERSION

Comindware was able to reduce its email bounce rate to less than 1%, improving the quality of leads routed to the sales team and boosting the team members' effectiveness. The changes the company implemented by using FreshAddress also reduce the steps needed to launch product trials for Comindware Project, its project-management solution.

By validating email addresses on its landing pages, Comindware was able to eliminate the need for a confirmation email, thus shortening its "path to product." As a result, lead conversion improved 20% to 23%.

WHY CHOOSE FRESHADDRESS?

"The entire Comindware team really enjoys working with FreshAddress. As a company that aims to become a trusted partner for our clients by working with both Business and IT, we greatly value the high-quality service delivered by FreshAddress. It is important for us that the solution is not only user-friendly but also provides flexible payment options, allowing us to choose the plan that is most suitable for us."

-Anton Ermakov, online marketing director for Comindware

ABOUT COMINDWARE:

Comindware® is a fast-growing, global enterprise software company delivering innovative Business Operations Management solutions enabling performance and efficiency optimization.

Comindware aims to become a trusted partner for their clients by working with both Business and IT and unlocking company potential through a holistic approach to digital business transformation. To learn more, visit

www.comindware.com

ABOUT FRESHADDRESS:

FreshAddress® provides a comprehensive suite of industry-leading services to help companies and nonprofits build, clean, and update their email address lists.

Founded in 1999 and based in Newton, Massachusetts, FreshAddress is the original developer and U.S. patent holder of email change of address (ECO A) technology. Other services include B2C email appending, B2B email appending, postal appending, email list audit services, real-time email address correction services, and email database consulting.

To learn more about the email database services offered by FreshAddress, visit freshaddress.com.