

CASE STUDY

**A RISING AUTOMOTIVE BRAND
INCREASES EMAIL RETURNS TO
213% WITH REAL -**

TIME VERIFICATION



Challenge

The firm had some bad run-ins with their initial email campaigns and had their IP regularly blocklisted. This held their potential business outreach back, especially during CoVID, when customers couldn't frequent their customer locations. Email Bounce was at an all-time high, and Test Drives took a huge hit.

VTEP works so well in Salesforce.

Everything's right where you want it. We went from being blocklisted multiple times by GMail and other email providers to very high email deliverability in a matter of months. Just set-and-forget at its best.

Shaun Eckhart (Name Changed)
VP of Marketing, A Rising Automotive Brand



Solution

For increasing email and IP legitimacy, the ride maker ran regular real-time email and phone number verifications on its test-drive forms. It also sent quotations and price estimates only to verified emails to increase genuine bookings. These were then assigned to nearby dealerships to run campaigns.

"We switched from another verification provider to The app support is just phenomenal, and pricing is a simple and transparent pay-as-you-go model.

We get far fewer unsubscriptions and SPAM scores now, and our legitimacy as an online business has gotten much stronger. Just can't imagine using something else."



Results

In just a matter of months, the company's marketing department was able to re-initiate new campaigns to local markets with reliable databases. They received 213% higher revenue just by being able to reactivate email as a channel successfully and following up on a call with an aggressively cleaned database.

Our data has never been this reliable. The app helped reduce email bounce and verify email lists in real-time or with just a few clicks. Thanks a million to the Verify the Email and Phone app and the 360 Degree Cloud team for resurrecting our marketing.