

## GLOBAL IT PROVIDER DECREASES SPAM TRAPS 60% WITH DELIVERABILITY SERVICES



### Company Snapshot

COMPAREX is a global IT provider specializing in license management, sourcing, technical product consulting and cloud-based professional services. With a track record spanning thirty years, COMPAREX serves the public-sector, SMB and large international corporations.

### The Story

An aggressive initiative to broaden reach resulted in hurried list expansion. Soon after, COMPAREX began to experience a dip in deliverability rates. As a Salesfusion client, COMPAREX is able to track and monitor email results upon send. After receiving an alert that deliverability rates were steadily dropping, COMPAREX took immediate action by enlisting the help of Salesfusion's deliverability expertise.

Once engaged, Salesfusion conducted a full deliverability analysis for COMPAREX. As suspected, statistics were not optimal - deliverability was down and reputation was compromised. Initial suggestions were made to help reverse the negative deliverability issues, including a database refresh.

"Quantity is not necessarily the right approach to email marketing. List quality is far more important than list quantity," explained Salesfusion's VP of Operations, Logan Henderson. Understanding the value of this advice, COMPAREX removed bad contacts to help with sender reputation.

After cleaning their database and removing undeliverables, send rates immediately began to improve. A full diagnosis of email formats, subject lines, content, headers, footers and many other email details was also performed.

Continued monitoring and adjustments has resulted in a 60% decrease in spam traps, 22% increase in inbox placement and higher open rates. "Our success is dependant on deliverability," said COMPAREX Events Marketing Manager, Jean Doody, "and if it wasn't for Salesfusion, we wouldn't have been so cognizant about making these necessary changes."

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#### PROBLEM

- High bounce rates
- Low inbox placement
- Poor email reputation

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#### SOLUTION

- Deliverability audit
- Deliverability analysis
- Expert recommendations
- Monthly deliverability reports

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#### RESULTS

- Increased inbox placement by >22%
- Spam Traps down 60%
- Bounce rates lowered to 1% or fewer
- Increased open rate
- Increased click through rate