

APPVault INCREASES OPEN RATES BY 53% WITH SALESFUSION'S ADVANCED AB TESTING

Company Snapshot

Data driven decisions are the key to optimizing your recruiting process. AppVault has the most extensive analytics and tracking solution for talent acquisition. AppVault helps companies attract, engage and hire the right talent by giving recruiters the tools necessary to provide a better candidate experience.

The Story

Established in 2002, AppVault spent more than 15 years expanding their business with various marketing strategies and honing in on what they do best - Recruitment Marketing. AppVault integrates with application tracking systems (ATS) to give more visibility into open jobs at a company, helping them to provide more job matching, open jobs and valuable information to job seekers. Because of the niche market however, targeting recruiters with the outdated "spray and pray" email blast technique wasn't working.

AppVault realized that in order to expand their marketing efforts, they had to find a better way to automate and streamline their processes to get in front of decision makers within HR departments at enterprise-level companies. In 2015, AppVault decided to implement Salesfusion, which also tightly integrated with their current CRM, Salesforce. They ultimately chose Salesfusion based on the ease of which they can develop a nice looking email (text or HTML) without requiring heavy HTML knowledge and the advanced AB testing capabilities.

The company heavily uses the advanced AB testing function with their campaigns. Advanced AB testing allowed AppVault to perform an automated subject swap on their monthly newsletter and send it two times with identical content but different subject lines. The second send was distributed to those that did not open the email at all or opened but did not click. The second email had a 53% increase in open rate, ensuring that their content got in front of their target audience.



THE PROBLEM:

- AppVault focused on a very niche space - recruitment marketing
- Limited ability to manage and analyze marketing campaigns
- No AB testing option for email campaigns

THE SOLUTION:

- Salesfusion shows crucial analytics on one dashboard
- Salesfusion provides advanced AB testing and optimized email campaigns
- The ease of use Salesfusion offers makes it simple to create effective emails with little to no HTML knowledge

THE RESULTS:

- Web visits, previous campaigns, conversions and forms are all visible on one, easy-to-read dashboard
- Advanced AB testing allowed AppVault to automate a subject swap that increased email open rates by 53%

The nurture designer was instrumental in scheduling, executing, and optimizing all major marketing email campaigns. It is also used for one-to-one, personalized emails from their sales representatives to engage leads and ensure they don't go cold.

“*The innovation we have experienced over time to create, manage and analyze our marketing campaigns now is exceptional. When I open Salesfusion each day, I can see web visits, campaign performance, conversions and forms completed all within minutes. Seeing conversions from an email campaign is always exciting, and watching open rates and clicks improve with each AB test we run creates new opportunities in this space that we haven't seen before.*”

— Geoff Bell
Marketing Manager,
AppVault