

CLICKBACK CASE STUDY

Client:

CDI

AN INTERNATIONAL
TECHNOLOGY COMPANY WITH
COMPETITIVE GROWTH
TARGETS





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How did CDI use Clickback MAIL,
an email lead generation software,
to grow its business?

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ABOUT CDI

As one of the fastest growing, internationally recognized IT infrastructure providers in the United States, Computer Design and Integration LLC (CDI) is relied on by their clients to deliver multiplatform hybrid IT solutions for complex business challenges.

CDI operates in a highly competitive space that's constantly changing and adapting to new business, technology, and customer requirements. Players in this industry are often challenged by meeting and exceeding growth targets in an effective, and efficient way.



KEY CHALLENGE



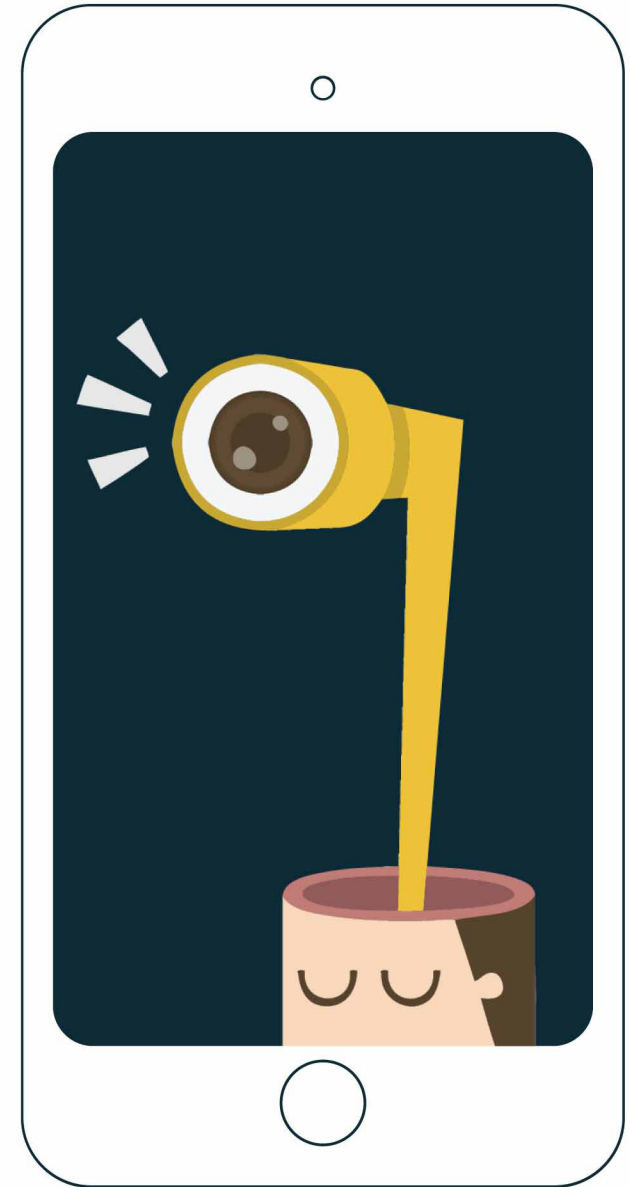
ACQUIRE NEW LEADS, FASTER

Andy Schattman, a senior account rep with CDI, was looking for new ways to generate and nurture new leads. With more than 30 years of industry experience, Schattman had done his fair share of cold-calling. This traditional method of selling was quickly being outpaced by new lead generation tactics. Schattman needed to find the right balance of outbound and inbound techniques to fill his pipeline with quality business leads.

KEY CHALLENGE

Challenged with finding a lead generation method that was less time-consuming, more efficient, and had long-term growth potential, CDI used Clickback MAIL to generate quality business leads by emailing a purchased list of contacts.

With a recommendation from a colleague at GoLeads, Schattman created an account with Clickback in June 2013 and started sending emails to the contacts on his purchased list.



SOLUTION

CLICKBACK'S EMAIL LEAD GENERATION SOFTWARE

"I used to spend a lot of time on the phone, a lot of the time, people are only talking to you because you have them on the phone and they feel obligated to talk to you, not because they want what you're selling. With email, though, it's a lot different. They have to decide they want to learn more, and because of that, I'm able to generate more and better-quality leads." - Andy Schattman

CLICKBACK MAIL PROVIDED A
SOLUTION TO MANY OF
SCHATTMAN'S (AND CDI'S) CORE
BUSINESS CHALLENGES:

REACH COLD CONTACTS

Clickback MAIL is different from marketing automation software and other email service providers because it allows customers to send to their cold or purchased contacts.

ACCELERATED LEAD GENERATION

By combining the speed and directness of email with the potential of your existing list of cold contacts, you can quickly grow your leads.

| SOLUTION



SAFELY SEND TO COLD CONTACTS

Clickback MAIL will clean your list on import. It goes through a variety of health and anti-spam risk checks for improved deliverability.

RECOGNIZING TRUE ROI

Clickback MAIL's comprehensive campaign reporting provides real-time insight into bottom line benefits.



**CLICKBACK MAIL PROVIDED A SOLUTION TO CDI's
CORE BUSINESS CHALLENGES.**

RESULTS

200%

INCREASE

In closing rate from 1 in 10
(cold-calling) to 3 in 10
(email lead generation)

14

NEW

Recurring-revenue accounts

\$30,000

IN ADDITIONAL

Recurring revenue



CAMPAIGN SNAPSHOT

\$30,000

IN RECURRING REVENUE


Schattman deployed an email lead generation campaign to 100,000 contacts on his purchased list. That one campaign generated 14 “extremely solid” appointments, of which he closed three deals that will bring \$30,000 in recurring revenue. The total cost to Schattman and CDI for the campaign was \$750.

INVESTMENT

“Clickback MAIL has been a game-changer for me,” says Schattman. “I used to be a cold-caller. **Email lead generation lets me reach far more people than I ever could on the phone.** It’s allowed me to spend less time chasing prospects, and allowed me to do more of what I do best – close sales.” In addition to the bottom line benefits, Schattman says that one of his favourite features of the email lead generation software are the campaign reports the software generates. “The software is really granular,” says Schattman. “The reports let you know everything from opens and clicks to what keywords work best and deliverability – everything I need to know.”



\$750 SPENT ON CAMPAIGN



The transition to Clickback MAIL was seamless, thanks in part to Clickback's technical support team. Clickback's support team is on hand to provide technical support for the software, and also offers guidance and direction for email message best practices. "Five stars for the technical support," says Schattman. "Clickback has great support on the back-end. They help me through every step of the process, from importing my lists and setting up campaigns, to making suggestions for better performing content, they go out of their way to help. It's really evident that Clickback wants me to succeed."

Andy Schattman | CDI

