Surge for Email generates 36% lift in email conversions and drives high quality sales conversations for Turbonomic

turbonomic
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Background

Enterprise cloud and virtualization software company, Turbonomic (formerly VMTurbo) enables its customers to manage their workload, on any infrastructure, anywhere, at anytime.

Challenge

Having grown its database rapidly, Turbonomic needed insights about its audience in order to move past the 'batch and blast' to its email marketing campaigns and from this more effectively and efficiently prioritize its sales approach.

Solution

Using Surge for Email, which enables the creation of email lists and CRM files with individual level intent signals, allowed Turbonomics to *identify and segment target individuals in its database who were 'Surging' on specific topics relevant to its business* – allowing them to *more effectively provide these subscribers with relevant and targeted con*tent.

What is Surge for Email?

Bombora monitors the research behavior and locations of companies across a massive Data Co-op of B2B media, analyst's, marketer's websites and more.

One actionable stream of this is 'Surge' data, which indicates when a company starts consuming content on a topic much more than they normally do, according to historical data and benchmarks.

It utilizes these insights in Surge for Email, which maps and appends intent topics to individual contacts (inside of marketing automation systems) that a company has already acquired and is marketing to.

Surge for Email allows companies to:

• Easily identify which segments of its target audience are interested in topics related to their products and services

• Serve the right content at the right time to existing and potential contacts

• Produce email campaigns with a propensity for higher conversion and more qualified lead generation
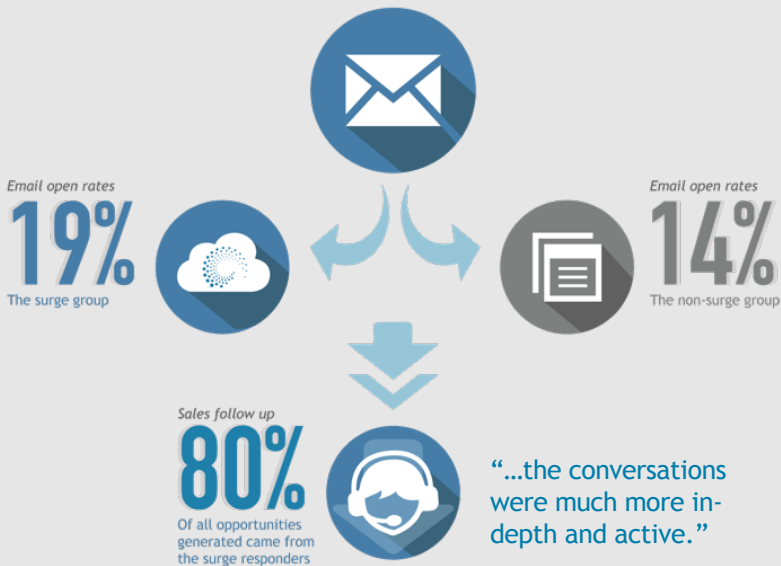
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Results

Of the 200 topics that Turbonomics selected from Bombora's 2500 intent topics, *63 percent of contacts were Surging and a quarter of these were identified as interested in the topic: 'cloud-as-a-service'*.

To test the effectiveness of Surge for Email, Turbonomics conducted an A/B email campaign through Marketo. The company sent an email to contacts in its database who were Surging on 'cloud-as-a-service', as well as a non-Surging control group.

Following on from the campaign, Turbonomic's had its inbound sales team call all responders across both groups.

Figure 1. Turbonomic's A/B test resulted in a 36% percentage increase in email opens between the Surging and Non-Surging groups - validating the correlation between intent and email engagement.

Email open rates
19%
The surge group

Email open rates
14%
The non-surge group

Sales follow up
80%
Of all opportunities generated came from the surge responders

"…the conversations were much more in-depth and active."

Outcome

By using Surge for Email, Turbonomics was able to:

- Demonstrate *a significant lift in its email-metric KPI's* and and *tie these results directly to revenue-generating opportunities*.

- Drive more *qualified opportunities for its Sales team* and *use Surge data to determine a more efficient prioritization of MQLs*.

- Take a more *strategic approach to engaging the contacts in its database* and identify opportunities to re-engage its target audience across different stages of the customer journey.

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