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Metiri Group Email Marketing Program

Email marketing program for national laboratory firm.

Problem

Metiri Group had purchased multiple laboratory companies across the United States and needed communications to activate the markets.



The data for customer and prospect lists was outdated and decentralized.



A centralized contact database did not exist.



Metiri Group was unable to communicate to segmented target markets with specific problem/solution messaging.

Overview

A plan was developed to activate the target markets with email marketing and marketing automation.



Accurate, centralized, and segmented lists were created. 36,000 contacts were developed nationally.



36,000 contacts were developed from 5 unique laboratory ERP systems and consolidated.



We developed segments of target audiences by geography, job title, and buyer persona.

Action

A segmented and personalized email program was developed for each target market and channel.



Personalized email with problem/solution messaging to segmented target audiences.



Email sent, opened, and click totals by email send date

FROM 1/1/2024 TO 1/1/2025

COMPARED TO | YEAR BEFORE

SENT

102,580

▼ 13.05%

OPENED

9,592

▼ 23.29%

CLICKS

591

▲ 57.18%

CLICK RATE

0.58%

▲ 0.26%

Date range: Custom date range - 03/26/2022 to 03/25/2025

ROI

FROM 3/26/2022 TO 3/25/2025 FILTERS (1)

Revenue data updates every 2 days

ROI
751.05%

CAMPAIGN SPEND TOTAL
\$15,034.57

Want more revenue and deals data? Upgrade to

Revenue

FROM 3/26/2022 TO 3/25/2025 FILTERS (1)

Revenue data updates every 2 days

REVENUE
\$127,952.34

DEALS WITH REVENUE
53

Want more revenue and deals data? Upgrade to

Influenced contacts

FROM 3/26/2022 TO 3/25/2025 FILTERS (1)

National Laboratory Company's Email Nurture and Growth Campaign

Developed and launched segmented, personalized, and growth-focused email program.

METIRI
HubSpot

Solutions



Hubspot Email Marketing Program

Launched Hubspot Professional Marketing Hub for marketing automation and email nurture program.



Data Optimization

Segmented lists of clients and contacts were developed to activate personalized campaigns.



Personalized Email

Problem/solution messaging with conversion-optimized landing pages were designed to activate specific target audiences for specific services.

Outcome

Activated each laboratory's geographical market.



Over 170,000 emails sent

25 unique campaigns with over 90 unique emails and messages.



Conversion Rates Achieved:

As high as 42%

Step completion

Date range: All time

| Action | Count | Completion |
|-------------|-------|------------|
| Page visits | 100 | 100.0% |
| Webinar L. | 104 | 88.43% |
| Interested | 54 | 100.0% |
| Submitted | 54 | 100.0% |

Contact type

Date range: All time

