

Prospect and Lead Nurturing

Prospect Nurturing Program

- Targeted communications for 3 months
- Customized with sales rep information
- Targeted call to action
- Dedicated microsite to track responses

| | |
|---------|--------------------|
| 1,245 | Prospects reached |
| 15.7% | Email open rate |
| 5.0% | Click-through rate |
| 125 | Lead and prospects |
| \$19.20 | Cost per lead |
| \$3,800 | Total budget |



“We’ve had a several quotes generated from the email blasts... Now we’re meeting with them to introduce the CN70.”
Jim Ledbetter
BARCOM