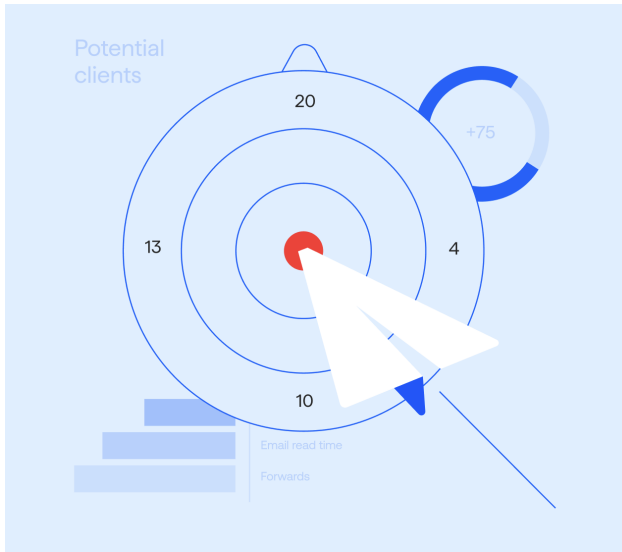


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### Boosting Cold Email Success with InboxAlly for a Top B2B Analytics and Data Provider



A leading B2B analytics and data provider came to InboAlly seeking help in repairing their existing domain with a daily sending volume of around 100 to 200 emails per day. They also wanted to start warming up a new domain in order to start a campaign that would send 1,000 to 2,000 cold emails per day. This was the first time the client had undertaken such a project with the ultimate aim of improving inbox placement rates for their B2B outreach, making it crucial to achieve the desired results while adhering to email sending best practices.

### Background

The strategic use of email marketing for business growth cannot be overemphasized, especially in the B2B sector. One crucial aspect of email marketing is cold emailing, a tactic that involves sending carefully crafted messages to potential clients who have not yet shown interest in a company's products or services. For cold emailing to be effective, businesses need to establish and maintain positive rapport with their target audience, slowly building relationships that can eventually lead to fruitful partnerships. This case study showcases how InboxAlly, a purveyor of email deliverability solutions, helped a leading B2B analytics and data provider significantly improve their cold emailing campaign, yielding impressive results.

### The Challenge: Repair an existing domain and warm up a new domain for optimal email deliverability

The success of cold emailing campaigns depends on several critical factors that ensure emails reach their intended recipients without being flagged as spam. Unfortunately, many businesses struggle with low email deliverability rates, which limit the effectiveness of their marketing efforts.

InboxAlly understood the client's challenges and proposed a comprehensive solution that leveraged their expertise and reputation in the field of email deliverability optimization.

## **The Solution: Leveraging InboxAlly's Deliverability Optimization & Reputation Repair Services**

InboxAlly's team customized a premium plan for the client, granting them access to 1,000 seed sends per day, which could be divided among ten sender emails belonging to different domains. This approach would enable the client to monitor and improve their inbox placement rate and avoid spam filters more effectively.

In most cases, InboxAlly's clients observe noticeable improvements in their inbox placement within the first few weeks of implementing the recommended plan. With this in mind, InboxAlly anticipated that the client's email deliverability would likewise improve within a short timeframe.

## **The Results: Dramatic improvements in inbox placement rates and significantly reduced spam rates**

In just one month, the client's email deliverability results showed remarkable progress; initially, 55% of their emails landed in the recipients' inbox while 45% were classified as spam. However, after consistently following InboxAlly's recommended best practices, these figures improved significantly. The client achieved a 100% delivery rate for successfully sent emails, with all of them landing in the recipients' inbox and 0% classified as spam.

The client expressed their satisfaction with InboxAlly's services, stating,

**”**

We couldn't be happier with the results and the success with fixing our existing domain and kickstarting activity on the new one. We've achieved the desired outcomes in terms of inbox delivery rates and avoiding spam filters.”

## **Conclusion**

By partnering with InboxAlly, the client not only managed to address their deliverability issues but also set the foundation for a successful, sustainable cold emailing campaign. The case study demonstrates the value of investing in professional email deliverability services to ensure a company's marketing efforts yield optimal results in today's highly competitive business landscape.

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