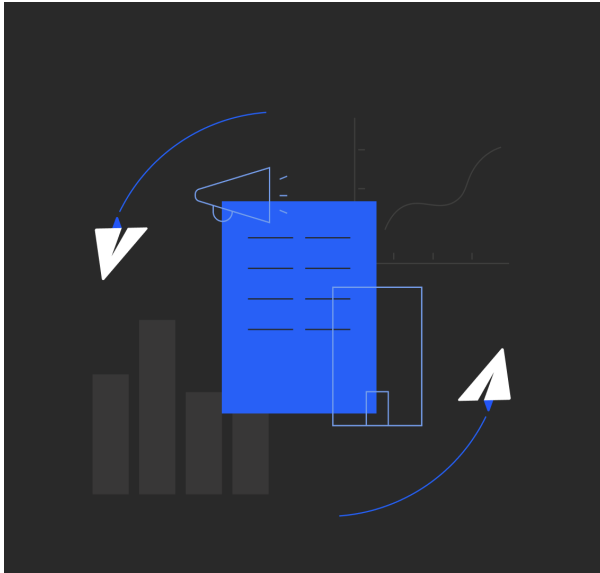

One agency's remarkable journey to a 41% open rate and a 77% inboxing within weeks



Jesse Navarro serves as the Director of Monetization at Agexa, a renowned digital marketing agency that represents dozens of brands from various industries. Jesse is a highly-respected professional in the field of Email Marketing. He excels in designing and implementing targeted email marketing campaigns that can reach millions of readers around the world, ensuring that the brands he works with achieve larger exposure and outreach. This approach is crucial to the many businesses that partner with Agexa, as they all share a common goal: to connect with a vast global audience efficiently and effectively.

The Challenge

One of the brands under Jesse's management boasts an email list of 250,000 subscribers and once enjoyed an open rate of approximately 30%. However, to his dismay, the open rate plummeted to 5% due to an unexpected setback. Upon investigating the matter, Jesse discovered that the majority of the emails were being routed to spam folders or were blocked entirely from recipients' inboxes.

Determined to regain his reputation and get off the blocklists, Jesse reached out to several peers for advice. That's when a trusted associate recommended InboxAlly – a tool designed to resolve deliverability and reputation issues faced by email marketers.

The Solution

Eager to overcome the challenge, Jesse and the InboxAlly team came together to strategize their next moves. Collaborating through virtual meetings, they devised a comprehensive plan to mitigate risks while maximizing the benefits of the solution. The strategy revolved around gradually increasing email sends to rebuild the brand reputation, reduce spam-related concerns, and ultimately, enhance open rates.

77 %

Inbox Placement

-75 %

Spam Complaints

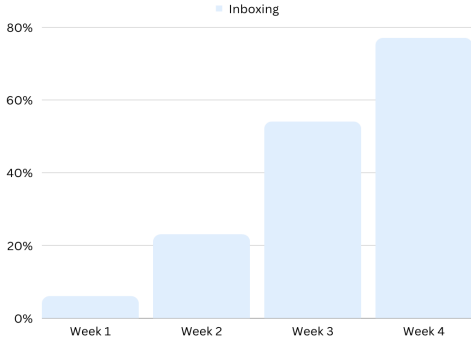
41 %

Email Open Rate

The Remarkable Results

Within two short weeks of implementing the meticulously crafted strategy, Jesse noticed a significant improvement in their email marketing performance. A small test of 100 emails witnessed the open rate skyrocket from 5% to 15%, then 30%, and ultimately, an astounding 41%. Simultaneously, inbox deliveries shot up by 77%, starting from a low point of 6%, while the spam percentage shrank to a negligible 9%. The positive effects of the strategy rippled through all the lists, propelling each one to remarkable success.

InboxAlly's innovative platform transformed Jesse's email marketing campaigns for the better. He expressed his gratitude, saying,



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InboxAlly is a pioneering force within the email marketing industry. Since implementing their innovative platform, my clients have experienced significant growth in their email marketing metrics. Open rates have increased from a mere 5% to an impressive 41%, while inboxing rates have risen to 77% from an initial 6% in just a matter of weeks. The commendable results garnered through InboxAlly's platform are a testament to the expertise and vision of the team behind it. As a result, I highly recommend InboxAlly as a reliable and effective solution for elevating email marketing success. "

Conclusion

Armed with solid evidence of the incredible success achieved using InboxAlly, Jesse now possesses a valuable new resource in his arsenal. This cutting-edge tool enables him and his team to deliver consistent ROI and value to their clients, further solidifying their reputation as an industry-leading digital marketing agency.

