



## PacketMotion Increases Revenue Using Genius.com Email Marketing



“Investing in Genius has had a direct impact on both our top and bottom lines. Genius is a key part of our sales and marketing strategy in 09.”

Ron Neal | Inside Sales Manager,  
Packet Motion

### GENIUS BENEFITS

- 2x increase in qualified pipeline
- Dramatic improvement in prospect connect rates
- 20% gain in secured evaluation meetings
- 75% reduction in demand generation costs
- Rapid time to value—initial campaign completed in just a day

#### ► Background

PacketMotion, based in San Jose, CA, offers a breakthrough appliance-based solution for compliance automation and insider threat control (known as User Activity Management).

#### ► Objective

PacketMotion had limited resources to expand their successful email marketing efforts, which had been instrumental in securing critical prospect meetings. Client evaluation meetings are the life blood of the company, where an amazing 75% of attending companies convert to PacketMotion customers. PacketMotion was looking for a solution that could deliver more than basic email stats. They required better visibility into which prospects took action, so the PacketMotion inside sales reps could prioritize follow-up.

#### ► Solution

PacketMotion selected Genius.com to enhance their email campaigns with complete real-time visibility on recipient activity, from email open through the website visit. The real time Genius Tracker™ instantly showed PacketMotion sales reps which prospects were responding, so they could quickly determine which were mostly likely to accept a meeting. Genius' page-by-page instant replays of every website visit gave them insight into what the prospects were interested in, so the reps could have more intelligent conversations when they connected with the prospects.

Ron Neal, Inside Sales Manager for PacketMotion explains their customer acquisition process: “When we started, we sent out 15,000 – 30,000 emails per campaign. We were so impressed with the results of Genius that we’ve increased our usage to over 100,000 recipients per campaign. With Genius, we can instantly see who is opening our emails, so our connect rate has gone up dramatically.”

#### ► Results

With Genius, PacketMotion has greatly increased their connect rate, making their inside sales team much more productive. The average number of calls required to land a meeting has dropped dramatically, from 110 to just 15 dials, an 86% increase in efficiency. This increase in efficiency also meant they could reduce their list rental costs by \$60,000 per campaign. And, once the reps connected, their conversations were much more productive, netting the company 20% more meetings.

“Genius has been an outstanding economic investment; it has helped us double our revenue from our campaigns and at the same time enabled us to reduce our demand generation costs by 75% percent. It’s what we need right now,” stated Neal.

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