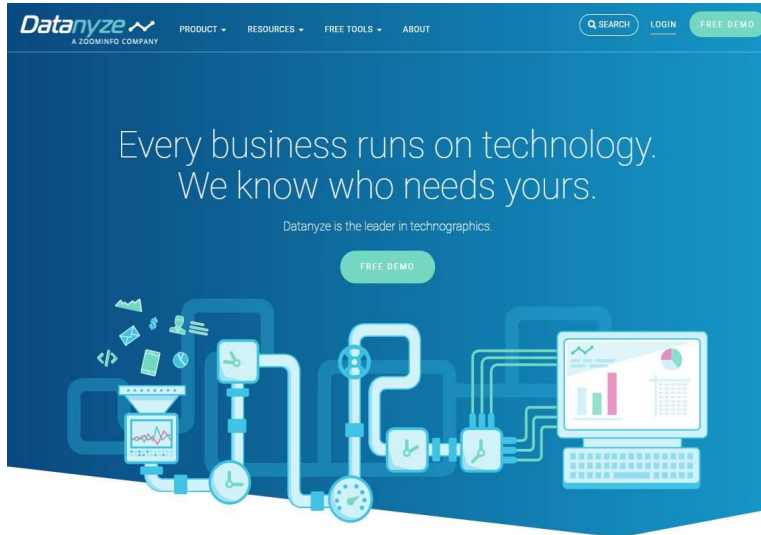


# How personalizing content improved service provider email & open rate by 37%.

## SITUATION



Datanyze is a technographic services provider – providing data to users of marketing automation platforms on what kind of technology their prospects are using. They have solutions that integrate with two of the leading marketing automation providers: Marketo and Hubspot. They wanted to segment accounts and concentrate an awareness campaign only on companies that use one of these providers.

## PROCESS

Each of the prospects were sent different messages via an email campaign. One message focused on the time saving from qualifying the flood of leads you can receive using Hubspot (Image on the left). They talked about a common problem using Marketo and how they solved it (Image on the right).



Hubspot increased account to opportunity conversion by 3x.

When you're HubSpot, you generate a ton of inbound interest. But how do you cut through the noise, find the leads that are actually qualified and get them to sales quickly?

That's where Datanyze came in. We helped HubSpot's marketing team turbocharge their lead qualification and routing process, which led to a big increase in sales opportunities.

Interested in learning more? [Check out our case study.](#)



**HubSpot**

SARA DAVISON  
Marketing Operations

"Datanyze data has helped our sales reps quickly qualify inbound prospects and convert at a higher rate. The email alerts feature notifies our reps the day one of their accounts adds or drops specific technologies, and these accounts are 3x more likely to become opportunities."



Marketo Achieves Unrivaled Competitive Intelligence With Datanyze

When you're Marketo, you generate a ton of inbound interest. But how do you cut through the noise, find the leads that are actually qualified and get them to sales quickly?

That's where Datanyze came in. We helped Marketo set up real-time alerts, qualify leads faster and make sure the right leads get to the right reps at the right time.

Interested in learning more? [Check out our case study.](#)



**Marketo**

"Datanyze has been extremely effective in helping us with

## RESULTS

Interestingly they both used the same body copy but different headlines. By segmenting accounts this way, using some simplified personalized messaging the email open rates averaged 37% higher than normal open rates.

## KEY TAKEAWAY

Content can stay similar, even for different target segments, however the way you grab the attention in the headline should be personalized.