

CASE STUDY



Support One, Inc.

More Opportunities, More Conversations



Introduction:

Support One, Inc. sought to expand their contact list within the cannabis industry across all 50 states in the USA. This case study explores how Support One, Inc. partnered with InfoDataPlace to fulfill their requirements, resulting in more opportunities and productive conversations.

The Challenge:

Support One, Inc. faced the challenge of acquiring more contacts from the cannabis industry across all 50 states in the USA to enhance their business prospects.

Client Requirement:

The client specified their requirement to target specific segments within the cannabis industry, including cultivators, processors, manufacturers, and large dispensaries. They emphasized the need for contacts from top companies, focusing on those demonstrating notable revenue and sales figures.

Process:

To address the client's requirements, InfoDataPlace initiated the project by conducting thorough profiling of contacts based on their specific criteria. A dedicated team of over ten highly skilled data experts was assigned to verify each record manually. This process ensured the integrity and accuracy of the list, as niche-specific contacts were carefully screened and verified.

Delivery:

We fulfilled the commitment by delivering a comprehensive list of key decision-makers in the cannabis industry to Support One, Inc. The list was delivered precisely as promised and within the agreed-upon deadline.

Top-Notch Support:

Recognizing the client's objective of utilizing the list for campaign activities, InfoDataPlace assigned a dedicated marketing expert to Support One, Inc. This expert provided invaluable assistance by offering strategic ideas and essential techniques to leverage the list for maximum campaign benefits effectively. The aim was to empower the client with the necessary insights and guidance to make the most out of the list and achieve their objectives.

Client Feedback:


I have successfully sent out several hundred emails, and I'm pleased to report that the INFODATAPLACE list appears to be high quality. Although I am experiencing a bounce rate of around 6%, which falls within an acceptable range, the positive news is that our open rate is performing exceptionally well. Furthermore, our website activity has significantly increased, indicating heightened engagement from recipients. With these encouraging signs, we are optimistic about generating promising leads from this email campaign.

Conclusion :

By partnering with InfoDataPlace, Support One, Inc. successfully addressed the challenge of expanding their contact list within the cannabis industry across all 50 states in the USA. The meticulous verification process and manual screening conducted by InfoDataPlace ensured the delivery of a high-quality and accurate list of key decision-makers. With the support and guidance provided, Support One, Inc. was able to effectively leverage the list for their campaign activities, resulting in more opportunities and productive conversations. The positive feedback and promising results indicate the success of the collaboration and the value added by InfoDataPlace to Support One, Inc.'s business objectives.

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