



REGENESIS uses MassMailer to find new prospects for growing business.

BACKGROUND / CHALLENGE

REGENESIS is the global leader in the development and commercialization of *in situ* soil and groundwater and vapor intrusion remediation solutions. As a science-based organization, the REGENESIS team has developed innovative technologies that effectively restore groundwater resources to communities globally. Their customers include environmental consulting, engineering, and construction firms worldwide. Being in a niche industry with a lot of personnel turnover it is difficult to find good prospects.

For a number of years they have used Salesforce and Pardot, and about 2 years ago decided to embark on a strategy to increase their prospect database by acquiring outside lists, but found out that Salesforce / Pardot email limits along with SPAM policies prevented them from effectively executing on this strategy.

SOLUTION

In order to effectively maximize their marketing resources and expand their client base, REGENESIS turned to MassMailer to develop an effective outreach program using outside targeted lists segmented by key markets where REGENESIS saw opportunities for growth. The team developed strategic drip email campaigns where potential prospects were urged to opt-in to receive relevant content regarding solutions relating to remediation solutions and case studies. Once the prospect expressed interest in REGENESIS products and services, the prospect would be moved to the Salesforce database for further followup.

BENEFITS

According to Tricia Rodewald, Vice President of Marketing for REGENESIS and Land Science, a division of REGENESIS, Mass Mailer has been a cost-effective solution to increase REGENESIS' database and target the key prospects for their sales organization. In 2018 alone, REGENESIS was able to increase its prospect database by over 8%. The increase in prospects has had a direct effect on overall sales opportunities and has opened the door to larger opportunities for the sales team.