



Client Story

Our agency partner Bridge Global asked us to help them find new brand partnerships for the release of Warner Bros' new film, Dune 2.

Bridge leveraged myConversations B2B expertise, technology, and experience in partnership outreach, to start warm conversations with hard-to-reach decision makers at huge electronic retail brands.

SERVICES DELIVERED

- Deep dive into retail brand partnership decision makers.
- Researched industries, company types, job roles, etc, to build targeting for ideal partner profile.
- Identified relevant quality contact data sources and built a targeted list of potential partners.
- Created email copy based on our experience of multiple partnership campaigns.
- Designed and launched a multi-contact, automated email campaign.
- Integrated outreach with Bridge's existing processes.
- Continued to measure and optimise outreach through split testing and performance dashboards. Daily monitoring and weekly campaign review meetings Bridge team.

Now that MyConversation has been configured:

- No internal resource required from Bridge.
- myConversation campaign responses are checked and qualified. Conversations go straight into partnership manager's inbox so they can book the meeting.



RESULTS

- 120 contacts reached within a specific industry (premium consumer electronics)
- 29 positive responses
- Meetings with brands including Bose, Sonos, HP, Dolby, LG, etc
- Campaign ran for 2-3 weeks, and created many conversations that led to brand partnerships
- Bridge booked so many meetings we had to stop the campaign!



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