

# Client Story

GetAgent wanted to launch a partnership programme for brands who could promote the estate agent comparison site to customers looking to sell their home.

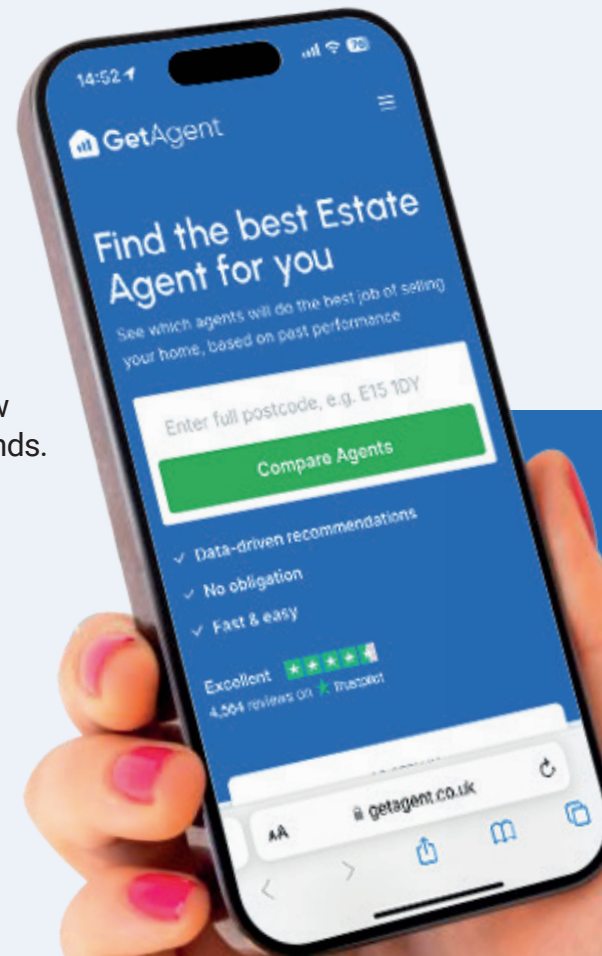
myConversation provided a managed outreach service, using our experience, our tech, and our team of experts, to start new partnership conversations with targeted financial service brands.

## SERVICES DELIVERED

- Developed an 'avatar' for ideal partner profile, including decision maker psychology.
- Researched industries and job roles to build a specific list of contacts that met ideal partner profile.
- Used compliant data sources to obtain quality, verified contact data.
- Designed email copy that appealed to key decision makers problems & concerns.
- Launched a multi-contact, automated email campaign.
- Ongoing testing & measuring to optimise performance.
- Weekly reviews with GetAgent.

## Now that MyConversation has been configured:

- No internal resource needed from GetAgent.
- myConversation campaign responses are filtered, and qualified. Conversations go directly to GetAgent partnership leads' inbox to book in meetings.



## RESULTS

- 960 contacts engaged in less than 3 months, across 4 targeted industry verticals
- 48 conversations to date, creating a healthy pipeline of partnership conversations
- Meetings with several high profile partners including TSB, MoneySupermarket, Santander, plus many more progressing