

Client Story

myConversation

Jitterbit was spending \$5,000 - \$11,000 on Google Ads per sale.

We designed and delivered an automated email campaign on our platform to leverage Jitterbit's thought leadership and PR coverage to generate new business conversations with senior and hard-to-reach decision makers in agencies.

SERVICES DELIVERED SINCE JAN 21

- Developed Customer avatar, built contact list of senior decision makers
- Email campaign creation, copywriting, automation and delivery

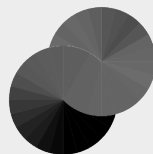
RESULTS

- 1,000 contacts reached in 2 months
- Generating 40 positive responses
- >20 meetings booked to date
- From 2 months activity, client expecting to close 4 deals @ average \$40,000 per deal (conservative forecast)
- Leads generated with agencies inc.

WPP

MEDIACOM

MINDSHARE



 Jitterbit

Barry Flaherty
Head of Strategic Alliances, EMEA

ROI AFTER 2 MONTHS

- 2,566% projected ROI with our automated email campaign compared to 263% - 700% ROI from Google Ads
- No internal resource required to manage campaign
- Unlike Google Ads campaign, there's no need for internal sales involvement or funnel management by marketing -qualified email conversations go straight to EMEA Head of Sales for development

"Some of the responses we've had from senior leaders have blown me away! We've already held initial meetings with several agencies which will turn into multiple deals, it could be anywhere between £150k-£200k in additional revenue, plus long term relationships that will lead to more of the same in the future."