


The benefits of calling ahead
and introducing your email
with **guided voicemail**



BOOSTING EMAIL RESULTS

WITH GUIDED VOICEMAIL

b-to-b report



Boxpilot™

The World Leader in Guided Voicemail



Boosting Email Results

To make your emails more effective and boost response rates, call ahead and introduce your email - use guided voicemail.

Email plays an invaluable role in B2B direct marketing, and for good reasons. It has many unique and powerful advantages over alternatives like direct mail, telemarketing and direct response advertising:

- ✓ Inexpensive
- ✓ Short lead times and easy to set up
- ✓ Information rich, dynamic content with multi-source linking
- ✓ Automated tracking and information capture
- ✓ Ultra convenient response mechanism
- ✓ Instant responses

It's no surprise that in the 90's, email quickly became the medium of choice. But with success came overuse, creating issues around overcrowded inboxes, junk email and the legislation and spam filters created to deal with this. Now, with response rates falling, some marketers are being pushed back to direct mail, direct response advertising and telemarketing.

That's a huge problem because the old tools have not improved. Lead generation, event attendance and B2B direct response results are suffering because your email campaigns are losing readers!

Mini-Case Study #1

Situation

A leading security software vendor was limited to using email to reach a large in-house database to recruit event attendees.

Problem

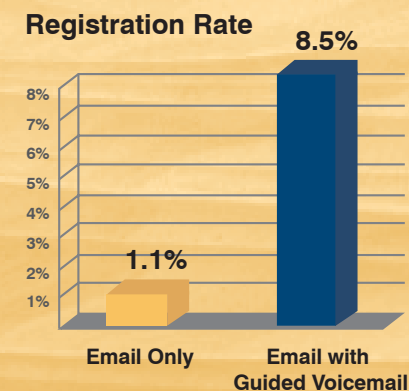
Response rates to event invitations had been sliding, but several venues had already been committed to and needed to be filled. The quality of the list was an unknown.

Solution

Guided voicemail in advance of the email invitation was sent to a random sampling of contacts.

Results

The addition of guided voicemail ensured that the attendance objectives were achieved in all venues by boosting response from 1.1% to 8.5% (+772% increase).



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Your email campaigns are losing readers!

- ✘ **In- boxes are more cluttered than ever.** It's almost impossible to be noticed when your message is one of many unanticipated, undifferentiated and ultimately unwelcome intrusions.
- ✘ **Deleting your unread message takes a microsecond!** It's no different than tossing unread junk into the garbage, except that this is faster.
- ✘ **Many contacts won't read "mass mailings"** "If I don't know what it is or I didn't ask for it, it's spam", might be inaccurate, but it can still stop your mail from getting read.
- ✘ **Business targets are busier than ever.** They want to know who you are, what you want and what's in it for them before they'll open your mail.
- ✘ **Spam filters are cutting deliveries.** It's hard to tell how much of your mail is making it through. Even permission based mailings can be filtered.
- ✘ **The most powerful headline words trigger spam filters.** So your choice of headline is rarely a viable option to stand out in an in-box.
- ✘ **Database information is often out of date.** A significant percent of direct response marketing is repeatedly being sent to contacts that are not who or where your database says they are.

If no one reads your email, your chance of a response is ZERO!

Mini-Case Study #2

Situation

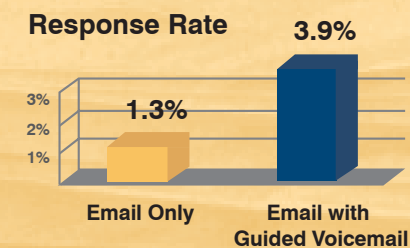
A leading international vendor of Enterprise Applications developed a white paper offer to create new leads for their inside sales team.

Problem

Response to the initial email was unexpectedly weak and inside sales was facing staff reductions.

Solution

Guided voicemail was used to support a random portion of a second email wave.



Results

The addition of guided voicemail almost tripled the volume of new leads - from a 1.3% response rate to 3.9% (+300% increase).



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How to get your email read:

- ✓ **Focus on the messages you send that DO make it through the filters.**
Recognize that your responses are coming from only a fraction of your total mailing.
- ✓ **Stand out from the clutter.** If the tools you have used in the past are no longer up to the job. Try new approaches.
- ✓ **Be recognized as important to the reader.** Give them a reason to take the time to read what you have to say.
- ✓ **Never be perceived as SPAM.** Spam arrives unannounced and unwelcomed.
- ✓ **Pre-empt the delete reflex.** If your messages are going to be subject to an automatic response, take control and create one that will work in your favor.
- ✓ **Stay on top of your list maintenance.** Face the fact that list maintenance is time consuming and expensive. Make list improvement an objective every time you access your database.

Introduce your email with a personal call to say: “I'm sending an email that's important to you. Watch out for it. Read it.”

But you can't actually make those calls yourself because there's:

- ✗ **Not enough time.** It will take hundreds of man-hours to cover a few thousand names.

Mini-Case Study #3

Situation

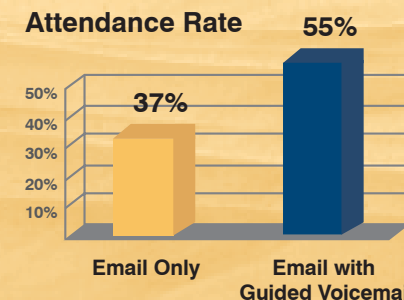
A leading hardware/software vendor was running a series of webinars. Registrations were tracking ahead of projection.

Problem

In spite of good registration numbers, actual attendee numbers were in decline due to an increasing number of “no-shows”.

Solution

The standard email reminders were preceded by a guided voicemail in which the vendor representative personally thanked contacts for their registration and “drove” them to the email with the link.



Results

The addition of guided voicemail alongside the reminder emails increased the conversion of registrants into attendees from 37% to 55% (+48% increase).



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- ✗ **Not enough people.** Unless your inside sales team can drop what they're already doing.
- ✗ **Not enough money.** You've just spent a fortune in lost sales – and demoralized an entire department to do it!

Guided voicemail will get your emails read...

| Problem | Guided Voicemail |
|-------------------------------------|---|
| In-box clutter | ➔ Triggers name/company/headline recognition |
| The "delete" reflex | ➔ Pre-empts the reflex because you've talked to them first |
| Mass mailing resentment | ➔ You called to say "I'm sending this to you" (It's not mass) |
| Too many messages - not enough time | ➔ Pre-sell the benefit |
| Old database information | ➔ Personal verification of your list information |

Guided voicemail – A powerful tool that's easy, fast and affordable...

- ✓ **Set up is quick** You can do it in minutes.
- ✓ **Lead time is short** your campaign will be up and running in days.
- ✓ **Execution is fast** With an outbound capacity of 50,000+ calls in a day, your emails can go as scheduled.
- ✓ **It's easy to organize** Your campaign can run from start to finish without a glitch! How many things can you say that about?

Testimonials

"Response rates have nearly doubled when compared to when we do email blasts or direct mail alone..."
 — Captiva Software Corporation

"It really helps us with event registration retention...without taking up manpower. We love it!"
 — Diane Periera
 Channel and Field Marketing
 Computer Associates

"An 8% response rate!! Awesome service and great technology."
 — Sylvie Desbois-Franke
 Direct Marketing
 Datastream

"A good way to keep in touch and personal at the same time."
 — Sean Shea
 Account Manager
 Expert Server Group



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- ✓ **It's inexpensive.** Even if you could spare your inside sales or telesales team to make the calls, why pay more? Guided voicemail is so affordable.
- ✓ **No internal staff is needed** Too many marketing departments are running with a minimum of bandwidth. Why even try to divert your own precious resources when it can all be handled for you?
- ✓ **Execute with confidence** When you work with the world's leading provider of guided voicemail, you're working with a team of experts who didn't just read the book on guided voicemail - they wrote it!




Test the impact of guided voicemail on your next email campaign!

Your Boxpilot Account Director will work with you and your team to:

- ✓ Refine the message to support your offer
- ✓ Identify the delivery strategy and timing that will meet your needs
- ✓ Outline a testing methodology
- ✓ Analyze the responses
- ✓ Recommend a budget based on your offer, response history and list

What next?

CONTACT US to discuss how guided voicemail can bring more success to your next B2B marketing program.

-  **Call** 1-877-669-4729
-  **Email** sales@boxpilot.com
-  **Visit** <http://www.boxpilot.com>

About us

Boxpilot is the world leader in guided voicemail.

Designed specifically for B2B, we take a message that's been recorded by you and deliver it to the names on your list.

We use people in our call center to navigate business phone lines and ensure that your messages are delivered to the right person's voicemail.

Guided voicemail can improve offer response rates; remind contacts to take action; deliver short, personal reminders; and warm and clean lists for inside sales and telemarketing teams.

It's the fastest, easiest and most cost effective method to take the obstacle known as voicemail and turn it into a powerful one-on-one marketing tool.

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