



## //Introduction

Heinz Marketing is a B2B marketing and sales acceleration firm that delivers measurable revenue results.

## //The Opportunity

In June of 2016, they hosted the Full Funnel Marketing event in Seattle, WA, to teach marketers about how to give the right attention to all stages of the funnel at the right time. They needed to drive attendance to their event and gain new prospects.

## //The Solution

Heinz Marketing conducted an email campaign promoting the event and used two separate list sources: their internal house list of people who subscribe to their newsletter and a list containing new ideal customers provided by Synthio via an origination search based on ideal buyer profile data.

## //The Data

Heinz Marketing leveraged multiple email lists to increase their attendance numbers, including their own and a Synthio generated list which yielded a **99.61% delivery rate**.

**99.61%**

Delivery Rate with Synthio Data

**0.20%**

Bounce Rate with Synthio Emails

Thanks to Synthio's email validation services, the list provided only had a **0.20% bounce rate**.

**59.16%**

Open Rate with Synthio Data

Delivered emails from the Synthio list also resulted in a **59.16% open rate**.

**10.53%**

Conversion Rate with Synthio Data

On top of all of those statistics, Synthio's Data as a Service (DaaS) platform was also able to assist Heinz Marketing in driving registrations from a completely new audience to their Full Funnel Marketing Event, garnering a **10.53% conversion rate**.

## //Heinz Marketing Clients

Heinz Marketing has a large roster of sophisticated B2B clients who also benefit from Synthio data and experience similar successes.