

The Client: For more than 20 years Hitec Laboratories has been helping customers in the Financial, Commercial and Public/Government Sectors to address some of their most pressing business and operational challenges. Hitec's solutions span Enterprise Content Management (ECM) and Governance Risk & Compliance (GRC), enabling enterprises across the world to reduce costs, increase efficiencies, ensure compliance and protect against risk.

The Challenge: Hitec's solutions aren't exactly "easy" to explain. Not only do they only target large companies, we needed to find a way to explain a complicated solution in an interesting and to-the-point email.

The Results: The Hitec team was very impressed with the results Prospectr yielded for their company. After working together for just 3 months, our email nurturing process brought Hitec opportunities with Bayer Health, Alexander Wang, Target, IBM, Dell, and Pfizer. With an average 22% open rate, 1,090 prospects took action on the message - either becoming a lead, or clicking through to Hitec's website, generating 255 potential customers.