



## E-commerce Business Platform

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# Leading E-commerce Platform Provider Turns to OMI to Engage SMB Audiences at Scale



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## Case Study

*Exceptional ROI for Omni-Channel Campaign Driven By World-Class SMB Database, B2B2C Data Matching, Intent Data, Social Advertising, and Email Delivery to 900K+ Contacts*

# The Situation

With an e-commerce platform that offers powerful reach to broad consumer audiences, the provider knew that it could do more to grow advertising partnerships with SMBs seeking to engage those audiences.



The provider's aim was to create a win-win situation, with advertising partnerships that fueled growth both for SMBs – through shopping, streaming, and advertising signals -- and for the platform as well.



It put together a trial offer for SMBs, with a promotional credit for signing up to activate their first ad on the platform.



Before launching the offer, the provider recognized that it needed to first build an audience of SMBs aligned with its ideal customer profile.



It sought out a third-party data and media activation partner that could successfully fuel an SMB-focused omni-channel campaign anchored by accuracy, precision, and scale.



*"We knew we needed a data partner we could trust to take on this important initiative. Based on my experience with OMI and the accuracy and quality of their data, as well as their leadership in the SMB space, I knew they were the best choice. The results -- from reach to ROI -- have been outstanding and we're just getting started."*

*– Third-Party Data Executive, Leading E-commerce Platform Provider*



# OMI Solution

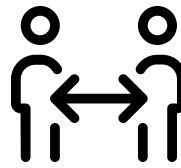
**One of the World's Largest U.S.-focused SMB Databases:** The business leader overseeing third-party data for the provider had first-hand experience working with OMI. He knew that our SMB database, with more than 95 million SMB records, with email addresses and social URLs, could power strong results out the gate.

## Media Activation



OMI provided third-party data to fuel the initial email campaign, which was transmitted to 900,000 SMB contacts. The provider's agency served as the media activator and also managed ads on LinkedIn and Meta.

## Data Matching



OMI leveraged its “B2B2C” data matching capabilities, where personal contact data is matched to B2B data records to power improved marketing reach and more personalized campaigns.

## Intent Data

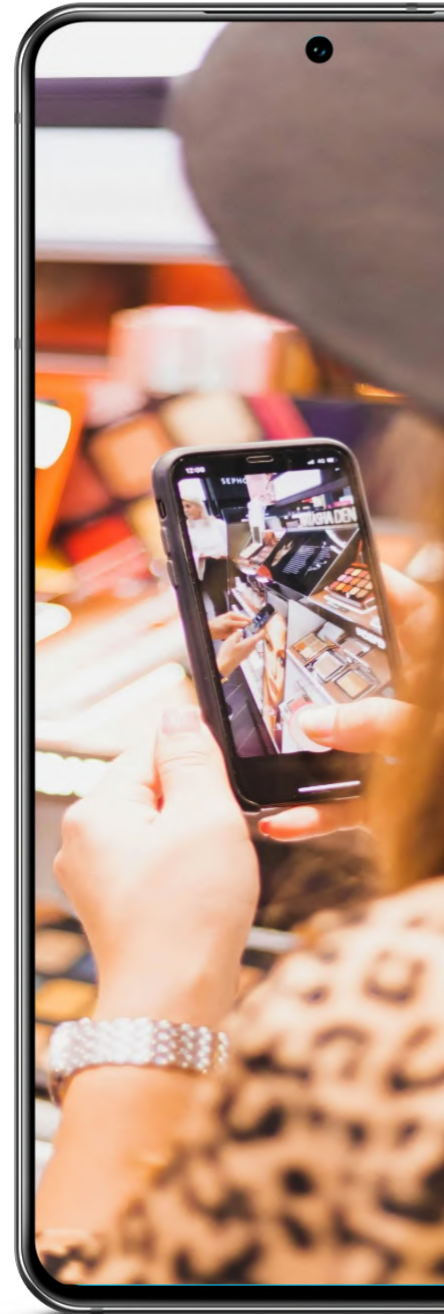


OMI's campaign incorporated probabilistic intent data to target SMBs matching the provider's objectives, using AI to analyze signals from searches, downloads, and clicks.

## Custom Audience



The custom SMB audience consisted of decision-makers across targeted industries such as automotive, construction, education, and much more.





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*“Relationships build trust and we are thrilled to partner with a long-time friend, ally, and leader in our industry – who, like many others, has supreme confidence not only in the quality of our data but also in our marketing expertise. The ROI for this omni-channel campaign was outstanding across social and email channels. We look forward to more work together in the future.”*

*– Paula Chiocchi, CEO, Outward Media, Inc.*

# The Outcome

## *Exceptional Performance*

OMI's data outperformed the data used by the provider's dedicated advertising agency for the same program by a whopping 50%, based on metrics such as time on page for website visits and ad sign-ups.

- **Data Quality Perfection:** OMI's data was analyzed as having a 3% error factor – which is considered nearly perfect in the data industry.
- **Outstanding Match Rate:** The OMI B2B2C match rate was 70% to LinkedIn and 42% to Meta, which is regarded as outstanding.
- **Consistently High Open Rates:** OMI conducted a single e-mail send to 900,000 prospects and achieved a 14% cold open rate.
- **Innovative Intent Strategy:** Using intent signals across all data records, we achieved a 24% open rate. Additionally, the data that was overlaid with media spend research achieved even stronger results, with a 35% open rate.
- **Trusted Partnership:** In OMI, the provider has found a trusted data partner, and it has already committed to our team for successful execution of future campaigns.

