



B2B
B2B2B

17.778

7228

10%

VisionEdge Marketing

VisionEdge Marketing Expands Reach, Generates 4.5x Return with Outward Media



Case Study

VisionEdge Marketing (VEM), a 25-year-plus growth strategy consulting firm, works with B2B customers to replace random go-to-market activity with deliberate, data-driven decisions that reduce risk, improve customer-centricity, and accelerate growth.

The Situation

Led by President Laura Patterson, VEM sought to expand the footprint of its marketing efforts beyond its mature first-party database. With its email outreach largely limited to familiar contacts, the team wanted to break through to new, qualified prospects to drive new opportunities and accelerate business development.

Key hurdles included:



A marketing database heavily weighted toward long-term contacts



The desire to introduce VEM thought leadership and services to prospective customers



An email platform transition that required thoughtful ramp-up and testing



A competitive B2B environment where buyers need multiple touches before engaging meaningfully

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“Their expertise made all the difference. From crafting compelling copy and testing subject lines to curating our lists for maximum impact, Outward Media brought creativity, attention to detail, and a results-driven mindset to every step. Their support allowed us to boost engagement and ensure our messages truly resonated. Highly recommend connecting to improve your email execution.”

- Laura Patterson, President, VisionEdge Marketing

OMI Solution

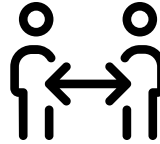
VEM chose to partner with OMI on a targeted email campaign that would both expand their database and identify prospects for future nurture and conversion.

Audience Growth



Grow database/audience size with new, verified B2B contacts sourced and curated from OMI's high-quality B2B Living File® database

Thought Leadership



Introduce VEM's expertise and thought leadership to new audiences using a results-oriented, insight-driven email program

Demand Generation



Generate interest among prospective customers through structured, multi-touch email campaigns

Campaign Insights

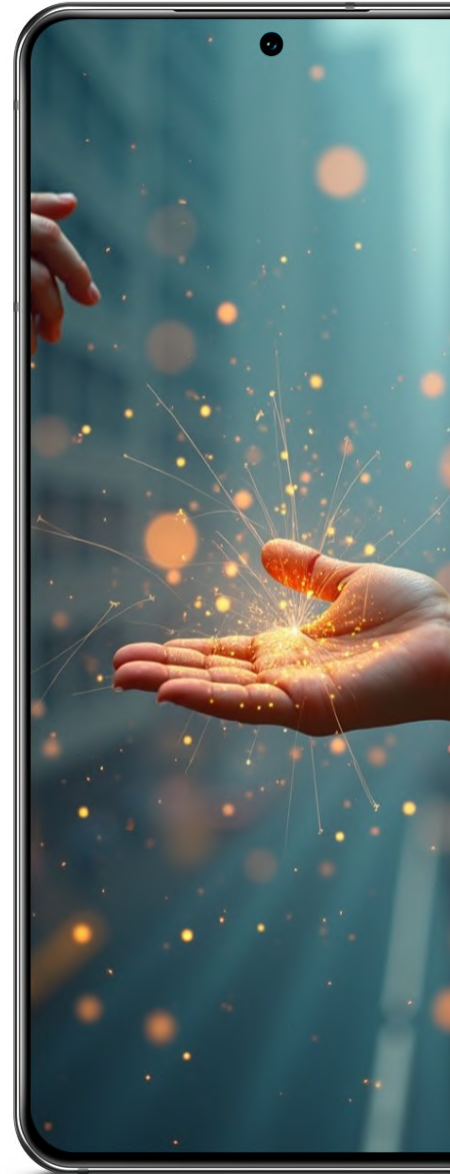


Gain actionable, campaign relevant insights by testing subject lines, offers, and audience segments

Ongoing Engagement



Elevate consistent, ongoing engagement and build a pipeline of interested prospects





Email Program Strategy

- ➔ ***Strategic email cadence*** built on a three-touch framework, dynamically adjusted based on recipient engagement
- ➔ ***Subject line and messaging testing*** to identify what resonated with new prospects
- ➔ ***Ongoing performance analysis*** including regular data reviews with the VEM team
- ➔ ***Education and best practice coaching*** to strengthen VEM's internal capabilities

Rather than simply sending emails, OMI created a holistic engagement strategy focused on reaching real people, mapping messages to buyer needs and measuring performance beyond opens and clicks.

The Outcome

Based on conservative industry benchmarks, the campaign generated over \$75,000* in audience value from 1,000+ new opt-in contacts. Against a \$13,500 investment, this represents an estimated \$61,500 in net value and a 4.5× return, excluding downstream revenue from lead conversion and lifetime value. The email effort delivered measurable growth and foundational insights:

Campaign execution was based on an original audience of approximately 50,000 verified business contacts, with a total send volume reflecting a dynamic, engagement-drive multi-touch cadence

- ✓ **4.5x ROI**
- ✓ **352 verified businesses added** to VEM's prospect universe
- ✓ **1,000+ new opt-in contacts** introduced to the brand
- ✓ **77,110 total email sends** and **73,241 emails delivered**

* Audience Growth Value (Owned Asset ROI) determined using a conservative B2B opt-in value of \$75 per contact: 1,000 new opt-ins × \$75 = \$75,000 in audience value

Strategic Impact

- 1** A clearer understanding of how multi-touch sequences drive engagement
- 2** A framework for iterative campaign refinement and optimization
- 3** Campaign learnings that refresh messaging, offers, and AI-enhanced resources

These results positioned VEM to continue building meaningful relationships with newly acquired audiences and better forecast campaign performance over time.

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By combining strategic email execution, data-driven audience expansion, and campaign coaching, we gave VisionEdge Marketing an effective way to expand its reach, enhance engagement, and strengthen its lead generation engine — all while equipping the team with insights to improve future campaigns.”

– Paula Chiocchi, CEO and Founder, OMI



Engagement & Insights



The campaign generated strong buyer-intent signals at the click level, outperforming industry benchmarks



Open rate: 6.19% (2–3× industry average)



Open-to-click rate: 7.76% (2× industry average), exceeding typical boutique B2B professional services CTR benchmarks of 2–4%



Engagement insights validated content relevance and informed future messaging, segmentation, and multi-touch sequencing strategy

Why Outward Media

VEM credits OMI with delivering both hands-on campaign execution and strategic guidance throughout the project:

Real people, not modeled profiles:
Audiences were built from verified businesses and real professionals

An unrelenting focus on data quality and precision audience building
significantly improved reach

A testing discipline and messaging refinement
approach that allowed the VEM team to learn what worked — and what didn't

OMI's collaborative approach
made the process educational as well as effective

Results at a Glance

4.5X

ROI

\$75K

Audience Value

1,000

New Opt-in's

352

Verified Businesses

Objective	Outcome
Demonstrate return on investment and audience value	Generated over \$75,000 in audience value and achieved a 4.5X return
Expand VEM's B2B database	352 verified businesses added to the VEM database
Grow net-new opt-in contacts	1,000+ new opt-in contacts introduced to the VEM brand
Improve engagement with new audiences	Performance across a nine-touch email series exceeded industry email open rates and boutique B2B professional services CTR benchmarks by 2-3X and 2X respectively
Support lead generation efforts	Increased inbound interest across campaign offers, including workbooks, speaking engagements, and thought leadership assets
Strengthen campaign optimization	Actionable insights gained through subject line testing, message sequencing, and offer alignment
Enable future growth	Campaign learnings applied to a refreshed email series incorporating updated content and AI-enhanced resources