

## Industrial Supply Distributor rockets to 92% open rate after switching to PostUp

### COMPANY

With over 100 years of combined experience, this industrial supply distributor focuses on supplying the locksmithing community with competitive pricing, quality products, same-day service, and innovative technology. Boasting an online inventory of over 16,000 parts, they have one of the most comprehensive product lists in their industry.

### CHALLENGE

Although this distributor is heavily reliant on email for online orders, they saw the same average open rate of 19% for three years. This client switched to PostUp after experiencing less than stellar delivery rates with another ESP. Most of their mailings were being sent to the SPAM folder, and they had limited targeting options. What they needed was an email-savvy team and flexible platform that could help them boost open rates which could lead to more sales.

### SOLUTION

Our professional services team partnered with this distributor to craft a new email marketing strategy. We also determined that a responsively designed email template would increase audience engagement. Once PostUp refreshed the template design, we also worked with them to segment their audience in order to target mailings to actively engaged users that have expressed interest in their products. By targeting those with an urgency to purchase, the results were instantaneous!

### RESULTS

Equipped with advanced segmentation, list targeting, a responsive template, and PostUp's team of email experts, our client began sending emails from the PostUp platform. On day one, one of their first email campaigns received a 92% open rate! This is a substantial increase from their previous ESP, where they were only experiencing an average open rate of 19%.

In less than 30 minutes, this PostUp client generated enough sales to cover the cost of three months of their email program. And this distributor ended up paying for a full year of their email program through sales generated using PostUp's platform in only four days!

**"We never had more than a 28% open rate when we emailed our whole email file (3 years of customers' emails) with our former ESP, but we averaged only a 19% open rate on most email blasts."**

**- Marketing Programs  
Manager**

Contact a PostUp Representative to learn more.

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