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## Overview

### The need

Bridgevine was looking for a more effective way to help ensure prospective customers followed through on scheduling an appointment.

### The solution

With the help of IBM, Bridgevine's marketing team implemented an automated email and SMS campaign to proactively increase conversions.

### The benefit

Bridgevine achieved a call-back rate of 33 percent; increased their conversions by 300 percent, and expanded the SMS program, with 30 percent of new email prospects also opting in for SMS.

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## Bridgevine

*Increases conversions 300 percent with automated SMS program*

Bridgevine is a reseller for cable and telecommunications companies including TimeWarner, Comcast, Cox and DirecTV, among others. Its marketing team uses IBM® Marketing Cloud, as its main digital marketing tool, including both email and mobile marketing (SMS).

### Increase customer conversions

Marketing to an entirely B2C audience, the Bridgevine marketing team was challenged with prospective customers not following through with conversions – in this instance, calling into the call center to schedule an installation appointment.

The team implemented an automated email and SMS campaign with the goal of being more proactive than reactive to increase these conversions.

### Implemented an automated email and SMS campaign

Bridgevine has placed a short form that includes both email address and mobile number on its TimeWarner microsite. If a prospect completes the form and opts in to receive future communications, but does not immediately schedule an appointment, the individual is automatically placed into an automated re-touch program.

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*“Silverpop’s central marketing database allows us to seamlessly pass prospect information from one channel to another, including offline data from our call center. This powerful capability enables us to give our prospects real-time messages that result in immediate ROI for our business,” Adam Berlin, Email and SMS Marketing Manager, Bridgevine, Inc.*

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In this program, the lead receives an automated SMS and email – both triggered via IBM Marketing Cloud – upon submission of the form. The first SMS is delivered in 1-2 minutes of the form submission. The lead continues to receive automated SMS and email messages for up to three days, unless it becomes a conversion before then.

If the prospect in the program does call to schedule an installation appointment, the IBM Marketing Cloud platform is tied to the Bridgevine call center via an API, therefore automatically removing the prospect from the program.

## Higher prospect conversion levels

The program, which began at the end of February 2014, has resulted in a 300 percent increase in conversions, with a call-back rate of 33 percent!

More than 30 percent of the prospects who provided their email addresses also opted in to the SMS program. SMS is the primary conversion channel, with a call-back rate of 27 percent.

## Solution components

### Software

- IBM® Marketing Cloud

## About IBM

IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries.

## About IBM Marketing Solutions

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit [ibm.com/marketing](http://ibm.com/marketing) or contact your IBM representative or IBM Business Partner.

## About IBM Marketing Cloud

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact IBM Marketing Cloud at 1-866-745-8767 or +44 20 7202 5930 and visit [ibmmarketingcloud.com](http://ibmmarketingcloud.com).

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