

Case Study



the more you use it, the smarter you get.

PRIMUS KNOWLEDGE SOLUTIONS SEGMENTS AUDIENCE AND PUBLISHES DYNAMICALLY

Primus is considered one of the world's leading providers of knowledge solutions designed to enable companies to access, analyze and improve information more effectively. Businesses around the world use Primus products to increase customer satisfaction, improve employee efficiency, and lower operating costs. With six offices in the US, two in Europe, and one in Japan, Primus has positioned itself to provide its solutions to clients around the globe.

Missing What They Once Had

Primus was a company that understood the advantages of e-marketing and newsletters even before its relationship with IMN (formerly iMakeNews). In fact, the company had a newsletter for a time, but with a downturn in the economy, Primus reduced marketing expenditures and the newsletter program was eliminated. Almost immediately however, the newsletter benefits were missed, so Primus set out to find a way to continue the newsletter using fewer resources. After thorough research, Primus chose IMN as its newsletter vendor over a year ago and hasn't looked back.

Continuous Communication

Primus now reaches customers, prospects and partners with a well-designed and thoughtfully developed monthly newsletter that provides information on Primus and its products and services. With the newsletter campaign service in place as a solid part of the e-marketing platform, Primus decided to expand its use of the IMN service and began sending announcements of webinars and other Primus events to subscribers. Website traffic increased resulting in increased white paper and webinar registrations. In addition, the sales team came to rely on the newsletter as a reliable contact point with clients. "The most important element for Sales is that they know clients are receiving information from Primus at least once a month," said Paula Skartland, Director of Marketing Communications.



Because of its long sales cycle, it was essential to have a formula for continuous communication with prospective clients. In fact, for one prospect, over the course of 8 months, Primus initiated and developed a strong relationship through the use of 5 newsletter launches, 2 corporate events, 1 product announcement and 2 webinars. With the constant mix of communications, Primus was able to convert the prospect, a data storage company, in a shortened sales cycle, and build upon an already well-established relationship.

Understanding Customers

Primus has been especially pleased with the ease of use of the IMN service. Despite limited resources, the company has been able to quickly and easily create and distribute a newsletter that allows it to maintain a constant presence with customers and prospects. In addition, the cost-effectiveness of the service makes it a fraction of what it would cost to communicate with its audience via traditional direct mail.

Perhaps the most useful aspect of the IMN service for Primus is the analytics, which are used to better understand newsletter subscribers. According to Paula, “we love the analytics – we can easily pull up reports and respond effectively...we use the reporting to monitor how we are doing and how well our message is breaking through.” As a result, Primus has been able to fine-tune its content and layout, deleting some content and creating layouts that elicit the best responses. Understanding the reader and what he wants is essential to Primus, and with the tools available from the IMN service, the company has been able to draw subscribers further into publications, improving readership and overall click-through rates. Over time, the tracking of specific targets has been so effective that Primus now creates specific events for sub-segments of its subscriber base and can accurately project what the response and success rate will be.

Finally, Driving Sales

The first year with IMN was a clear success for Primus. The e-newsletters were initially sent out every six weeks and consisted of news, articles and editorials. During that time, the company was able to clean and segment its database, analyze its customer base and gear products and marketing efforts to be more effective. In fact, since its third month with the service, the open rate has surpassed 30% for every issue, an astounding rate, and click-through rates have been consistently excellent. Though Primus’ selling cycle is longer than typical, it saw immediate results and now relies on the email program as part of the communication process in up to 75% of its sales. The hope for the upcoming year is to build on this success by further segmenting the database and by delivering more customized, relevant campaigns to distinct groups.