

## A WarpSales™ Success Spotlight



**RedDot Solutions is a leading provider of enterprise content management software solutions used to create, manage, and deliver content that drives business. RedDot is a wholly owned subsidiary of Hummingbird Ltd.**

### Greater Focus, Faster Connections

RedDot inside sale reps have realized these benefits since they started using WarpSales:

- Up to 40% open rates
- Over 35% live connect rates
- A greater focus on who to call and when

*“With WarpSales, we’re connecting with the right people faster.”*

Elise Segar  
Manager of Account Development  
RedDot Solutions

RedDot Solutions was looking for ways to increase the response rate of their extensive email and cold calling lead generation campaigns. By using WarpSales™, **the first lead qualification system that connects professional B2B sales people to their prospects in real time**, RedDot’s inside sales team was able to achieve open rates of over 40% and connect rates of 35% or more. In turn, more leads are being qualified and the efficiency and productivity of their campaigns has increased.

*If you’re looking for similar results in your campaigns, read the full story below, as Elise Segar, Manager of Account Development for RedDot, describes her experience with WarpSales and Acrelic Interactive.*

## The Challenge: More Effective Campaigning

As the Manager of Account Development, Elise Segar directs RedDot's inside sales team and works to ensure they deliver highly qualified prospects to RedDot's field sales reps. To accomplish this, Segar's group engages in regular lead generation activities, including sending email in conjunction with follow-up phone calls.

As Segar comments, "RedDot was doing extensive campaigning and I was looking for a solution that could provide me with greater insight into the open rates and perhaps increase our response rates. I knew if we found such a solution, it would help boost the number of quality leads we were developing."

A colleague of Segar's suggested that she look at *WarpSales* as a potential solution to help RedDot increase the open and connect rates of these campaigns.

## The Resolution: Better Subject Lines Drive Open Rates

Since RedDot started using *WarpSales*, the response rates and number of connections with interested prospects have increased and the inside sales people find *WarpSales* to be a useful tool in their campaigning. "Our experience with *WarpSales* has been very beneficial," according to Segar. "We have had really good open rates – up to 40% on some campaigns. *WarpSales* allows us to test the subject lines and content of our messages, helping us become even more effective. We recently sponsored a Webinar with a leading analyst firm and used *WarpSales* for the invitations. By testing subject lines, we were able to find one that worked very well and we were able to register more attendees. As a result, we shared some truly significant research about our industry with a highly qualified, interested audience."

Segar and her group use *WarpSales* for a variety of purposes and they are finding that *WarpSales* helps them focus on prospects who exhibit the most interest in their products. This has increased the efficiency of the inside sales reps who are now finding additional qualified revenue opportunities for the company through their *WarpSales* campaigns.

## The Result: Shorter Sales Cycle

The Acrelic Support Team remotely trained RedDot's inside sales people who are located across North America. After a minimal training curve, the entire inside sales team is regularly using *WarpSales*. The support from Acrelic has been beneficial to Segar, who stated, "Acrelic has been very responsive and overall it's been a positive experience. They always responded immediately to any question that arose during the launch process and beyond."

The RedDot inside sales team uses their *WarpSales* campaigns to set up appointments with interested prospects. They are quite successful at this because as the emails are sent out, the reps can monitor when emails are opened and know when a prospect is potentially interested and available for a phone conversation. Because of the benefits she has seen evolve in her group, Segar would recommend *WarpSales* to other companies, commenting that *WarpSales* has allowed them to quickly connect with more organizations that are truly interested in their software. "With *WarpSales*, we're connecting with the right people faster. Consequently, we're more productive and are able to reduce precious time in the sales cycle. I would definitely recommend *WarpSales* to other organizations who are looking to increase their email marketing and sales effectiveness."

### About Acrelic Interactive

Acrelic is the creator of *WarpSales*™; the first lead qualification system that connects professional B2B sales people to their prospects in real time. With *WarpSales*, Marketing organizations can accelerate delivery of both quantity and quality of leads to Inside Sales organizations who in turn, can increase their productivity by at least doubling their live connect and lead conversion rates.

Acrelic is helping companies across industry segments, create new revenue opportunities and achieve greater profitability through a unique combination of technology and technique. By focusing on open source solutions for scalability and economic flexibility, Acrelic is able to provide a straightforward and affordable solution to companies of all sizes. A customer sampling includes: IBM, Citicorp, Computer Associates, and Tempur-Pedic, among others.

Acrelic Interactive, headquartered in Warren, NJ is privately held and was founded in 2002.

For more information, please visit <http://www.acrelic.com> or call 908-222-2900.

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