

Acas

Challenge:

Acas is a public body that provides advisory, conciliation and arbitration services. The challenge was to promote Acas' work, increase attendance to their regional training events and maximise the number of new subscribers through an email prospect pool.

The Acas logo is displayed in the top right corner of the image. It consists of the word "acas" in a lowercase, blue, sans-serif font, set against a white rectangular background.

What we did:

Prospect pool development

We built Acas an email prospect database using PollenUK™ (a collated source of B2B email addresses) and our network of list brokers, which includes all major UK B2B suppliers in the UK and some specialist list providers.

This data was cleaned, validated and loaded into our email service provider. We then worked directly with Acas' 11 regional teams, providing strategic assistance for email targeting.

Results are presented in a dashboard format and are broken down by fields such as job title, organisation size and SIC code to reveal types of contacts that are more receptive to Acas' email marketing and how to tailor emails to optimise engagement levels of these groups.



Outcome:

Average open rates and click through rates are consistently high around the 13% mark.

Specialist selections have reached open rates as high as 32% and click through rates of 21%

13%

AVERAGE
OPEN & CLICK
THROUGH
RATE

21%

SPECIALIST
CLICK
THROUGH
RATE