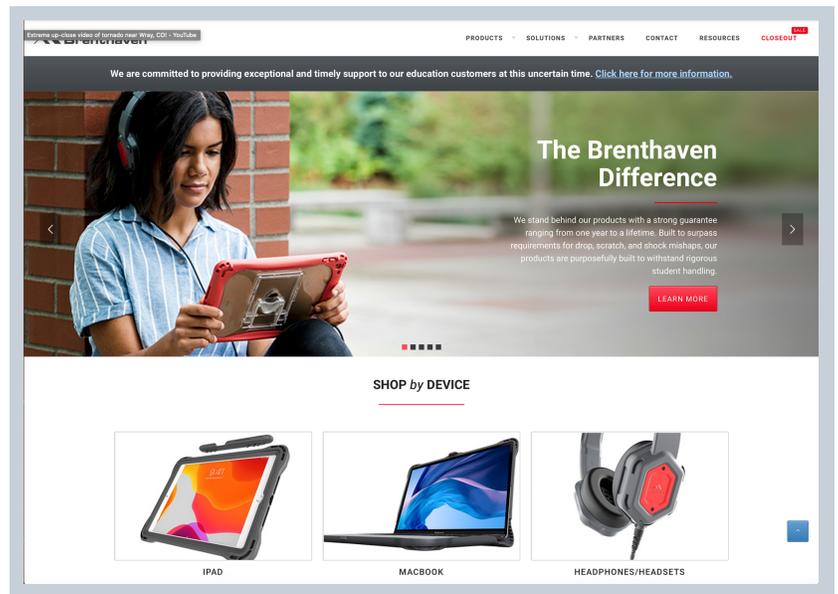


How Brenthaven Increased Email Clicks by 210% Through Better Deliverability

THE COMPANY

Brenthaven is a Seattle based company that manufactures premium protective mobile technology cases designed to survive the rigors of the digital lifestyle. They offer many products including laptop sleeves, shoulder cases, messenger bags, backpacks, and more.



THE CHALLENGE

Email is a critical channel for Brenthaven, but Marketing Programs Manager Kelly Neelson had noticed that Brenthaven's email engagement had been falling over time. Looking for ways to improve her email program, Kelly started researching [top reviewed HubSpot integrations](#) and came across Seventh Sense.

Intrigued by what she read, Kelly wondered if using send time optimization might be able to help address Brenthaven's falling email engagement and decided to request a demo.

Seventh Sense + HubSpot

Most marketing teams put a great deal of effort into crafting engaging and, if possible, personalized email content. But the best teams know that designing the email is just half the battle.

If an email is delivered at the wrong time, or worse yet, delivered to the spam folder, all your efforts go to waste. Seventh Sense works with HubSpot to help marketers maximize the odds that users will see and engage with their emails. The system lets marketers easily segment by engagement levels, and naturally throttle their outbound emails while delivering each email at each contact's personalized send time to maximize engagement and deliverability.

The process starts by connecting Seventh Sense to HubSpot. Seventh Sense analyzes all the existing open and click data (digital gold just waiting to be mined) in your HubSpot account to build engagement profiles for each contact in your email database.



Using machine learning, the system is able to predict with a high degree of accuracy who is most likely to engage, and also what time they have the highest probability of engaging. Marketers simply select a window of time for an email to be delivered, and Seventh Sense takes care of the rest.

The Solution

After an automated analysis of Brenthaven's email data from HubSpot, Seventh Sense identified that Brenthaven had a large number of disengaged email contacts.

In addition, Seventh Sense identified that Brenthaven had a deliverability issue which was causing emails to some prospects to be delivered to spam instead of the inbox.

"While we initially came to Seventh Sense looking for send time optimization, it quickly became clear that Seventh Sense's deliverability features would be equally important for our company," says Nealson.

Using Seventh Sense's automated engagement segments, Kelly and her team started to direct more email to those contacts who Seventh Sense identified as most likely to open, and send less to those who Seventh Sense identified disengaged.

From Nealson: "Our open rates went from 8-11% to 20-30% over night when we started focusing on our active audience."

"Even though we were sending 75% less email, we saw our total number of opens and clicks rise YoY. We knew things would only get better as our sender reputation improved."

“Even though we were sending 70% less email, we saw our total number of opens and clicks rise.”

Recipient engagement

Date range: From 5/1/2019 to 9/1/2019

SENT ⓘ
263,069
 38 Emails
 ▼ 75.07%

OPEN RATE ⓘ
22.29%
 58,037 Opened
 ▲ 236.78%

CLICK RATE ⓘ
0.83%
 2,168 Clicked
 ▲ 150.15%

The Results

DELIVERABILITY MANAGEMENT

The combination of send time optimization, increased engagement due to segmenting, and the natural throttling effect of sending emails over time can have a powerful effect on a company's domain reputation.

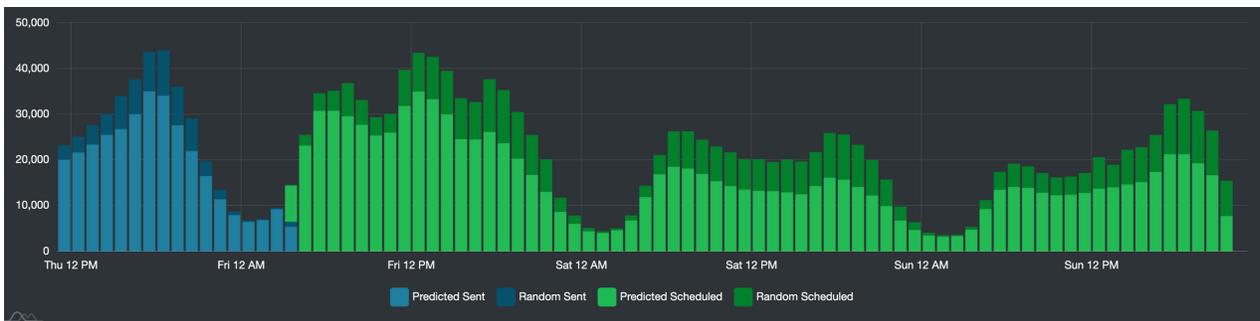
Nealson reports, "Our email domain reputation with Google went from "Bad" to "Low" to "Medium" in just a few months."

"Seventh Sense makes it easy for us to manage our sender reputation by telling us who we should be emailing and automatically optimizing their send times."

INCREASED ENGAGEMENT

Brenthaven has seen incredible results from using Seventh Sense. With improved domain reputation, their engagement metrics continued to rise as they ramped up email frequency in the Fall. Year over year, their total clicks climbed 210.6% and total opens 121.9%.

"We've been extremely happy with the results we've seen from Seventh Sense. The team has been helpful and supportive, and Seventh Sense has become an integral part of our email strategy."



210.6%

More Clicks YoY

121.9%

More Opens YoY