

LeadGnome Case Study: Vocera Communications Increases Email Deliverability To 99.2% By Mining Emails

A new case study reveals how Vocera Communications leveraged LeadGnome's reply email mining service to increase their email deliverability in just three months.

BOSTON, MA, UNITED STATES, September 25, 2018 / EINPresswire.com/ -- [LeadGnome](#), Inc., the category-defining Reply Email Mining web service, recently published a [case study](#) showing how [Vocera Communications](#), the leading platform for clinical communication and workflow, used LeadGnome to increase email deliverability to 99.2% in just three months.

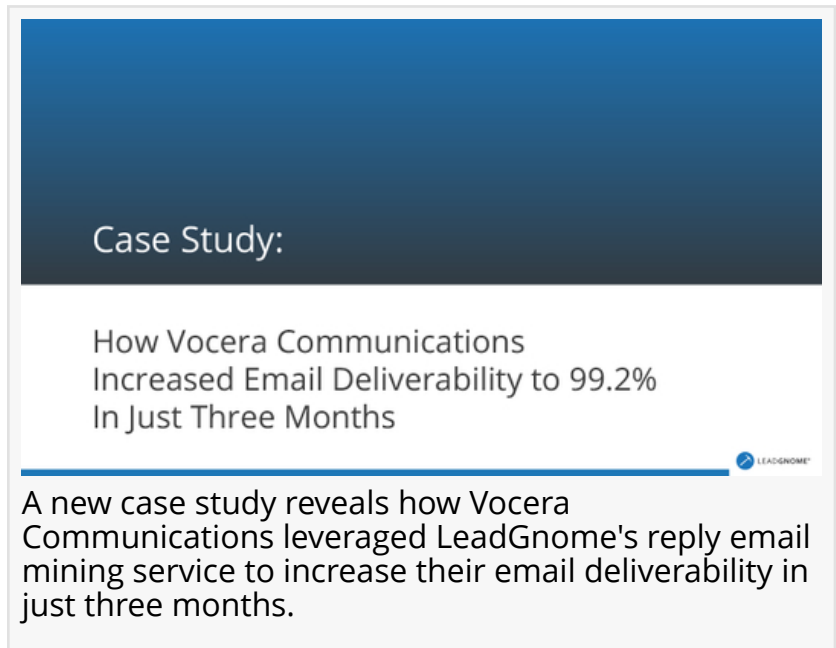
The LeadGnome platform leverages an organization's existing email marketing strategy to continuously maintain client databases, adding net new contacts and enriching and cleansing existing records. Additionally, LeadGnome identifies timely trigger events - changes within an account - that represent actionable sales opportunities, helping organizations penetrate target accounts, increase revenue, and secure renewals.

In just three months, Vocera Communications realized significant results in both database health and growth. LeadGnome's ability to identify and mine Account Based Intelligence from campaign reply emails increased Vocera's email deliverability rate and improved the quality of contacts added to their database. In addition, existing records within target accounts were enhanced with new and updated information.

Key statistics within the first three months of implementation:

- Vocera reached a 99.2% email deliverability rate
- 1,179 bad contacts were removed from Vocera's database
- 18,030 existing records were updated with new contact information
- 10,204 new contacts were added within target accounts

Prior to implementing LeadGnome, Vocera Communications had a steadily growing database containing outdated information that was affecting email deliverability and business objectives. Vocera Communications needed a solution that would validate the email addresses and contact information of their existing contacts, while also automatically managing the amount of email replies generated by their ongoing email marketing campaigns.



Case Study:

How Vocera Communications Increased Email Deliverability to 99.2% In Just Three Months

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LEADGNOME

"LeadGnome is fantastic! We had no idea how many great leads we would get from LeadGnome as a result to our email campaigns. Our deliverability rates are up to 99.2%, and our sales team has really noticed the boost in sales-ready leads; they started asking, 'What is LeadGnome and why do we keep seeing them as a lead source?'" said Nancy Lawson Beech, Marketing Automation Specialist and Marketo Certified Expert of Vocera Communications.

About LeadGnome, Inc.: LeadGnome, the category-defining Reply Email Mining web service, analyzes emails to generate new contacts, appends and cleanses existing leads, and provides actionable intelligence that fuels sales acceleration. Named an Essential Data Intelligence Marketing Tool by Integrate and Heinz Marketing, and a Top Sales and a Top Marketing Tool by Smart Selling Tools, LeadGnome empowers sales and marketing teams to expand pipeline within new and existing accounts by uncovering trigger events, increasing connect rates, and identifying decision makers and influencers. LeadGnome is Privacy Shield certified by the U.S. Department of Commerce and the Better Business Bureau. Learn more at www.leadgnome.com.

About Vocera Communications: The mission of Vocera Communications, Inc. is to simplify and improve the lives of healthcare professionals and patients, while enabling hospitals to enhance quality of care and operational efficiency. Vocera offers the leading platform for clinical communication and workflow. More than 1,700 facilities worldwide, including nearly 1,500 hospitals and healthcare facilities, use their solutions for team members to text securely using smartphones or make calls with their hands-free, wearable Vocera Badge. Interoperability between Vocera and more than 140 clinical and operational systems helps reduce alarm fatigue, speed up staff response times, and improve patient care, safety and experience. In addition to healthcare, Vocera makes a difference in any industry where workers are on the move and need to connect instantly with team members and access resources or information quickly. Learn more at <http://www.vocera.com/>

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