



Case Study

Forging a Path to MQL Success Through Email Nurture

THE CHALLENGE

A B2B startup wanted to create a unique journey for new leads who downloaded a research report.

THE SOLUTION

SalientMG developed a three-email nurture campaign that:

- Leveraged multiple content formats to share additional data
- Demonstrated how the market was starting to use this research
- Showed the urgency of turning this research into an action plan

THE RESULTS



Generated a **35%** open rate (676 total opens)



Generated a **7%** click rate (95 total clicks)



53% of leads in the campaign became MQLs (329 MQLs)