Zrinity

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Ian Swoop
Director of IT
SB Direct

SBdirect

SB Direct
Chicago, IL - USA
www.sbdirect.com

Industry
Online Marketing - Promotional Products

Subscribers
Sending Over 15M Emails Monthly

Return On Investment
Complete Elimination of Reoccurring ESP Costs and CPM's

Increased Overall Deliverability to 99%

Boasting 300 clients and over 15 million monthly emails, SB Direct has become one of the premier online marketing solutions for the promotional products business. As an industry pioneer in 2001, SB Direct has quickly risen to the top.

SB Direct does not directly deal with the end users; they only create and maintain relationships with product vendors and suppliers who also have a large customer base. Qualified marketers and users rely on SB Direct for the marketing tools they need to effectively and professionally manage their businesses. From the initial design of a marketing campaign, to the selection of target audiences, clients depend on SB Direct when promoting their business services. SB Direct provides clients with an interactive product template that focuses on clients needs without the outrageous costs typically associated with email campaigns. SB Direct thrives on email deliverability and it is essential they are able to track and evaluate their ratings and manage the emails accordingly.

Since their onset, SB Direct outsourced their email marketing platform and communications to a third party ASP Email Service Provider. Deliverability rates remained stagnant at 75% per month during this period. SB Direct had no direct access to their deliverability features or statistics in real time.

Zrinity brought an in-house email communications system to SB Direct. This decreased long-term reoccurring costs, increased revenue, and improved email delivery rates. Zrinity reduced costs for SB Direct by eliminating user-based fees, installing and integrating full systems and platforms for one cost, and removed third party intermediaries. Taking control of deliverability statistics and increasing the overall efficiency of their marketing campaigns has allowed both SB Direct personnel and clients to reap the benefits of the Zrinity platform.

Additionally, Zrinity was able to give SB Direct the support and guidance they needed while their system was being integrated. SB Direct's online marketing went live with the Zrinity software platform on December 1, 2008. Thirty days after implementation, SB Directs' cost had decreased by over 50 percent and their Sender Score had increased to 100 percent. Ian Swoop, head of IT for SB Direct, commented, "When I saw those results so quickly, I knew we had made the right choice with Zrinity. We had never used our Sender Score as a marketing field tool, but once it reached the top, and our competitors were so far behind, it was just too easy."

Besides the initial cost cutting, Zrinity reformatted a previously customized database into an in-house, user friendly platform.   Swoop also commented on the technical support stating, "Through the beginning stages and the launch of our new platforms, it was reassuring to know our hand was being held when we needed it and we could transition to complete, autonomous in-house management on our own time line." Zrinity's team of IT specialists' provide support throughout the set up process. This support continues throughout the softwares lifetime.

Since compete integration almost two years ago, SB Directs' deliverability rates have stayed at the top of the industry ranging from 95 to 100 percent. Client satisfaction has never been better now that SB Direct has instant access to email deliverability rates and key insight into who their emails are reaching. Additionally, vulnerability issues with clients are now easily mitigated. All software platforms are dealt with in-house, meaning SB Direct can provide immediate solutions to their customers.

About Zrinity Inc.

Founded in 1995, Zrinity has continued to offer businesses in numerous industries the ability to centralize all email streams into a single, easy-to-use, dedicated, high-performance email marketing and transactional server system. Zrinity also recognizes that the success of any online marketing strategy requires support from both Marketing and IT groups. Regardless of clients' budgets or level of email expertise, Zrinity partners with companies to identify the best solution to increase deliverability and revenue from your email communications while meeting individual goals and needs.

Zrinity is located in Orlando, FL.

For more information contact us:
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Phone: 1-866-Zrinity

The integration of the Zrinity email software has provided SB Direct with a more robust and transparent system. Michael Johnston, President of SB Direct, commented, "Prior to Zrinity we used three other email software platforms. Within 30 days of complete integration of Zrinity's email communication solution, our sender scores and deliverability rates skyrocketed to the top of our industry. SB Direct has saved over 70% annually by integrating our software databases with the Zrinity platform. We now do all of our own statistical research and are able to respond quickly to client needs. We are excited to continue to work with Zrinity to improve our business communications and continue to meet our clients needs."

With the use of Zrinity's email software, SB Direct can continue to offer clients in several vertical markets cost effective marketing solutions. From email marketing to online publications and direct mail, SB Direct focuses on helping clients achieve the best results from their marketing budget. Zrinity's platform ensured that SB Direct will remain the leader in the promotional products industry.

Visibility and Deliverability with Zrinity
- More insight into deliverability statistics
- Analytics for each campaign
- Email gateways are located in-house
- Ultimately better deliverability

Data Integration with Zrinity
- Directly integrated with internal databases
- Constantly up to date marketing databases
- Not an exported list

Transactional Email with Zrinity
- Easy to use
- Feature rich
- Builds reoccurring revenue
- Cross sell offers based on shopping carts
- Can be hosted in-house or outsourced