

SDG Christmas promotion generates 21% unique click through rate for Symantec using Rocketseed Mail



1. The client

The Specialist Distribution Group (SDG) is part of Europe's largest independently owned IT group. With annual turnover in excess of \$2.34b and international coverage in 47 territories, SDG is the EMEA Specialist Technology Distributor.

The group offers a complementary range of channel-enabled services that provide reseller partners with both the capacity and the capability to meet the demands of their customers in the most agile and economic way.

2. SDG and Symantec deliver Christmas greetings

The objective of the campaign was to raise awareness amongst channel partners and increase engagement with the SDG and Symantec brands.

The **Rocketseed Mail** solution was chosen as it enabled SDG to deliver a strong marketing message and call to action, with the specific objective of driving traffic to a dedicated landing page. This banner creative was applied to all emails sent from a controlled group of senders to a targeted set of recipient domains. The results of this Christmas campaign exceeded expectations. **Rocketseed Mail** tracking revealed that levels of engagement with the header creative were extremely high.

With a compelling design and clear call to action, this individual email header achieved an impressive click through rate of **21%** to the SDG landing page. In order to put this statistic in context, the industry average click-through rate for traditional email campaigns is 1 – 3%!

Rocketseed Mail delivered 21,250 impressions for this campaign and provided a unique list of customers who engaged with the SDG campaign.

SDG applied this **Rocketseed Mail** promotion to all their 200 email users



emailing to controlled sets of receiver domains, delivering relevant and segmented messaging throughout the campaign period.

"**Rocketseed Mail** is a proven marketing channel for SDG. It delivers quantifiable results and provides our sales teams with a constant flow of new business leads – it just works!" **Andrew Clarke, Head of Marketing**

