DMiPARTNERS

How to rapidly *onboard* new partners & *validate* email subscribers

About DMi Partners

DMi Partners is a full-service digital agency with a focus on growth marketing. Headquartered in Philadelphia, DMi has excelled in managing campaigns on the forefront of innovation for recognized consumer, B2B and ecommerce brands since 2003.

Its innovative email and affiliate marketing programs are supported by an arsenal of essential services including paid search, ecommerce management, branding and interactive, social media marketing and advanced marketing analytics designed to engage with target audiences to drive revenue. Staffed by big agency talent and offering the personal attention and agility of a boutique, DMi has a proven track record of delivering the highest quality marketing strategy, execution and results.

The Challenge

In the digital world, marketing channels and technologies are evolving and expanding more rapidly than ever. DMi has built out a large and diverse client base that is constantly relying on their expertise to help navigate the ever-changing integrations. The industry demands best-in-class acquisition services while protecting deliverability and engagement, which presents DMi with the challenge of integrating with a wide variety of custom CRMs and databases.

"It is imperative that we lead the acquisition space with expertise, and our partnership with ActiveProspect allows us to not only be dynamic to the demands of Fortune 500 brands, but also be fast," says Zach Labenberg, VP of Client Strategy at DMi. "A brand's ability to get into the consumer's inbox as quickly as possible after an opt-in is essential to maximizing email engagement. There are a lot of steps that need to happen the moment after opt-in before integrating with our clients' databases - most importantly validating the email address."

> The **demand was too large** for the current in-house solution, so they sought a true software company where the **integration and data quality** was their sole focus: *ActiveProspect.*

The Solution: ActiveProspect

As DMi's client base consists of Fortune 500 consumer brands leveraging email to drive brand engagement, the ability to be flexible and build new integrations quickly was a key factor that drove DMi to using ActiveProspect's LeadConduit solution.

With over 100 integrations available in ActiveProspect's LeadConduit library, and the additional ability to suggest new integrations and plug-ins, DMi was now able to keep up with their clients' increasing demand for email integrations and offer new flexibility. Zach says:

> **"We used to custom build each integration** to solve every client's demands. Now, ActiveProspect tells us where the endpoint needs to be and how we need to access it."

After moving nearly all of their integrations into the LeadConduit system, DMi has solved their data integration speed with access to email hygiene solutions and can look forward to the future.

The Results

DMi has seen ActiveProspect's results in the speed of client onboarding, number of new integrations, and new levels of data quality to accomplish clients' email KPI goals.

95%+ of all campaign launches exceeded time-to-live targets.

With the assistance of ActiveProspect's seamless partner integrations and dev support, DMi was able to exceed its target time-to-live for new client campaigns on 95%+ of 2020 new campaign launches.

98%+ of email deliverability and open rate goals were hit.

ActiveProspect's easy integrations with email validation solutions helped DMi's clients protect their email deliverability and achieve DMi's campaign open rate targets in 98%+ of 2020 campaigns.

"I think the biggest benefit is the speed and expertise to bring on new clients quickly," Zach says.

> **"Without ActiveProspect, we would not be able to onboard as many clients and service the demand** for email acquisition solution."

According to Catie Miller, Director of Production at DMi, another benefit of implementing ActiveProspect has been

seen in the added enhancements and data validation the platform provides.

> "Adding data validation took a lot longer in our old system and **now I can just plug and play**, ultimately delivering a better addition to our client's database."

The support of the ActiveProspect team has also helped DMi as they continue adding new integrations and enhancements into their integration capabilities.

"The support team has been great," Catie says. "They can get back to me with an actual answer that is correct within 12 to 24 hours, which is amazing. I've never had a real issue where they didn't immediately know what I was doing wrong and still nicely answer me every time."

Looking to the future, DMi feels prepared for anything clients throw their way when it comes to email subscriber acquisition and optimization.

> "ActiveProspect has given us a very **good sense of security and comfort** for a part of the process that many clients can take for granted."

"We are building new partnerships with consumer brands and large companies to do email subscriber acquisition. We definitely have a high degree of confidence that we're going to be able to integrate with any large consumer brand, during any step of their process. We will be able to integrate with any software, no matter what they throw at us."