

CASE STUDIES Company Increases Click-Through Rates by 350%



This business communications company serves more than 2 million small, medium, and enterprise businesses worldwide.

The business communications company wanted to better engage its customer base by launching a monthly newsletter. It selected Opentopic's content marketing platform to streamline its content discovery, curation, and distribution process and discover content that mirrored its customers' preferences.

The Opentopic-powered newsletter generated consistently high open rates (18-25%) and a 350% increase in click-through rates (reaching as high as 9%). But perhaps the best indication of success is the client's global expansion of its newsletter, from the U.S. to regions worldwide. These regions will be taking advantage of another key Opentopic feature: the unique ability to support content discovery in their native languages.

Opentopic's content marketing platform can help you streamline your email newsletter content creation process while also driving greater engagement. [Request your demo](#) today.



Performance Indicators

- ✓ Increased click-through rates over 350% within a few months of newsletter re-launch
- ✓ Enhanced customer engagement
- ✓ Grew frequency of content distribution
- ✓ Improved content discovery and curation
- ✓ Streamlined newsletter execution and distribution

We chose Opentopic because the platform gives us an easy way to engage with our clients on an ongoing basis, providing them with valuable content (through our eNewsletter). Opentopic is the easiest curation tool to use and works well with our branding requirements.

- Executive, Fortune 500 Communications Company