

Ekmob Case Study

CHALLENGES

Ekmob, a software company providing sales solutions, faced significant challenges in measuring customer engagement and outreach effectiveness. With no visibility on email read rates and attachment engagement, the sales team struggled to measure interest and tailor their follow-ups effectively. The lack of insights into prospect behaviour made prioritising leads and maximising sales opportunities harder.



"Forward has transformed our approach to sales and business development. Thanks to its dynamic capabilities, we've restructured our sales teams to drive sector-specific expertise and increase conversion rates."

The possibility of moving our onboarding process to Forward is an exciting prospect. It's a valuable tool that fosters customer habits and enhances visibility. Forward isn't just a software; it's a strategic partner in our growth journey."

SOLUTIONS

Forward stepped in with advanced analytics and engagement tools designed to overturn Ekmob's sales approach. By implementing Forward's solutions, Ekmob gained unprecedented visibility into their outreach campaigns, with real open and read ratios derived from link clicks and detailed engagement rates, including who, when, and how much prospects interacted with their content.

AT A GLANCE

CHALLENGES

- Long E-mail Cycle
- Content Mess
- Value Proposition

BENEFITS

- Centralised Information
- Effective Collaboration
- Personalised Experience

RESULTS

**E-mail
Read Rate**

3.1x

**Client
Engagement**

%27

**Client
Reply Rate**

%380

dealforward.com

BENEFITS

1. E-mail Read Rate:

The email read rate has increased by 310%, from less than 5% to 15.5%. Forward's analytics provided genuine open and read ratios through link clicks, offering a clear picture of customer engagement.

2. Client Engagement:

Engagement with email content has skyrocketed by 27 times. Previously, Ekmob had less than 1% visibility on attachment engagement, a critical indicator of interest. With Forward, it rose to 27%, with detailed insights into who read or clicked, when, and to what extent.

3. Prospect Interest:

The average Space visit resulted in 2.1 people per company engaging with Ekmob's content. Before Forward, Ekmob needed more visibility on potential clients' interest level or how their emails were circulated within prospect companies. Forward's metrics now enable Ekmob to identify high-potential prospects effectively.

4. Client Reply Rate:

The client reply rate has quadrupled. The SDR team's reply rate was previously less than 1%, including both negative and positive responses. With Forward, the team now enjoys a 3.8% reply rate, encompassing both chat and email replies.

TESTIMONIAL



OMER CAN BOZKURT

Head of Sales

"In my 20 years of sales experience, I always aimed for a wow effect first and then something sustainable. Forward created that wow effect for us."