

# How We Accelerated our eMail Marketing Channel with LeadResearcher Pro



*We had an efficient phone outreach program, but our email outreach needed a boost in speed.*

*We used LeadResearcher to accelerate the finding of business emails. It eliminated the need for manual email research.*

*Now I have two agile marketing channels in place of one!!*

**Brian Gross**, Operations Manager, Applied Marketing

## **Brian, can you tell us a little about yourself and your company?**

We perform business development and research services on behalf of economic development entities – like cities and counties – who want to attract businesses. We research and coordinate with companies who may be considering expansion or relocation, and match them with our client's needs.

I am the Operations Manager and I am responsible for the call center as well as aspects of our research arm. I focus on process improvement and looking for cost effective ways to improve our performance and the results we deliver to our clients.

## **What challenges were you facing before adopting LeadResearcher Pro?**

We do a lot of research to find prospects and their contact information within a company. We **were doing that manually, which was very time consuming, slow and not very efficient.** That's why we started looking for a solution and that's how we found LeadResearcher Pro.

## **In what ways did LeadResearcher help you?**

We primarily use LeadResearcher to find Business Email addresses and Phone numbers of contacts.

We have lists of names and companies. We put that into LeadResearcher and press the find email and

phone button. This process is so easy, just paste the list and let it run – no babysitting required.

When the software is done, I have a ready-to-use-list for email outreach.

I also use LeadResearcher in another smart way: to cross check my existing email addresses. I get the email addresses from this tool and I compare it to what I have on record. That's one of the techniques I use, to keep my database updated.

## **Can you share with us any memorable experience with LeadResearcher?**

On one of the projects we are currently working on, I was amazed to see a **400% increase in e-mail response.** I'm very glad we used LeadResearcher Pro to find those email addresses.

[LeadResearcher Pro](#) - is an automated research software that uncovers hard-to-find Email addresses of contacts in seconds. All you need to do is just enter the Contact Name and Company Name. LeadResearcher Pro will get you the business email address of that contact from the Internet, by automatically conducting advanced Internet searches.

**FREE 10-DAY TRIAL**