



Use Scenario

iHollywood Forum

Client

iHollywood Forum, Inc. is the leading conference producer organizing industry meetings and forums focused on cutting-edge digital and wireless entertainment products. High-attendance events cover online music and film, mobile entertainment, IPTV, interactive marketing and advertising, digital cinema, interactive television and games. Industry leaders and new market entrants flock to iHollywood events to network, learn and create technologies that shape the entertainment industry.

Challenge

Given the technological nature of their events, it's natural that iHollywood Forum uses email marketing as a key method for keeping attendees, exhibitors and partners up to date. However, their delivery rates weren't optimal. They turned to mobileStorm to reverse a trend in declining delivery and reach to their audience.

Solutions

mobileStorm analyzed their existing database immediately identified steps that reversed the trend. An initial step was to help consolidate lists into a central master database in order to prevent duplicate emails being sent to their customers. An important byproduct was much simpler reporting structure and dramatically improved results tracking. mobileStorm's expert delivery team helped iHollywood ensure bounces are being handled properly as well as instituting best practices for list hygiene and management. Finally, mobileStorm developed new, optimized subscription forms to directly capture new opt-ins into their database.

Results

Now, after partnering with mobileStorm, iHollywood Forum has a more complete picture of their email delivery and how to continually improve their open rates. Email as a key component to their overall marketing campaigns makes even more sense now that it's working properly. With a much more accurate database and compliance to best sending practices, iHollywood Forum continues to improve their delivery rates – and grow their reputation as the pre-eminent entertainment technology organization in the world.

About mobileStorm

For nearly a decade mobileStorm has pioneered the concept of digital marketing. Having successfully delivered 2 billion+ messages on behalf of thousands of premier customers such as American Idol, Qantas Airways, MGM Grand, Carl's Jr., Squaw Valley Ski Resort and Horoscope.com, mobileStorm is at the forefront of the digital marketing revolution. The company provides a turnkey, hosted email and digital messaging platform backed by world-class support and expert digital marketing services. mobileStorm has created the most complete digital marketing solution available, enabling you to reach your customers via email, text (mobile) messaging, voice messaging, RSS/Blogs, video broadcast and fax broadcast from a single provider. For more information please visit <http://www.mobilestorm.com>

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