

CASE STUDY

250ok Helps PeopleConnect Energize Homegrown Email System for Greater Results

OVERVIEW

- Unique in-house email deployment software needed a special touch to provide actionable insights
- 250ok's platform and Experts allowed PeopleConnect to find and optimize insights from their email for better ROI

CHALLENGE

Intelius uses an in-house email sending platform, with email serving both B2B and B2C customers. Without an ESP to handle authentication, sending infrastructure, and deployment, Intelius faced challenges effectively managing email deliverability as well as navigating inboxing issues with B2B and B2C spam filters and providers.

With limited resources focused on optimizing deliverability, Lori Dereg, marketing manager at PeopleConnect, was in search of a solution that provided insights for both B2C and B2B emails, attentive customer service, and an understanding of using an in-house email sending platform.

"Before we were with 250ok, we were with a different provider who missed true insights about our email performance and didn't understand our unique situation as a sender," said Lori. "The level of service felt cold and disjointed, and we struggled with the



INDUSTRY: SOFTWARE

PeopleConnect, Inc., offers online services through two products: Intelius®, a leading provider of online information about individuals, and Classmates®, the leading online high school reconnection social network in the United States. Both are focused on finding and managing information about people through robust public directories, records, and sources.

For Intelius, the bulk of email traffic is transactional messages related to people searches, reverse phone lookups, background checks, and identity theft protection. Email is also used to promote subscriptions and additional services that help drive revenue and achieve business goals.

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generic responses we received to pertinent questions about our deliverability issues.”

The team at PeopleConnect turned to 250ok for its depth of products and insights available for improving email performance, as well as experienced deliverability Experts who could provide guidance when issues occurred.

SOLUTION

PeopleConnect leveraged the full power of the 250ok platform to holistically manage Intelius from a single-point solution. Impressed by the scope of the platform as well as its flexibility in customization, they also found it beneficial to have Intelius’ feedback loop complaint data surfaced in the 250ok platform, allowing analysis of complaints beyond that of in-house reporting.

The team at PeopleConnect also partnered with 250ok Experts for an additional layer of support to help with onboarding, deliverability guidance, and harnessing the full power of the platform.

“I didn’t have an extensive deliverability background when I started at PeopleConnect, so it was comforting knowing that when something happened and I needed input and guidance, I could trust the experienced team at 250ok to help,” Lori said.

RESULTS

PeopleConnect unlocked deeper insights into its email program, thanks to 250ok’s full platform and DMARC implementation, and has received a better, more tailored level of service.

“One of the things I have most appreciated about 250ok is having access to such knowledgeable people and knowing that I can count on them.”



LORI DEREGT

Marketing Manager,
PeopleConnect