



Client List Sends

Case Study - Precision outreach with measurable results

Overview

A leading research firm needed to reach thousands of participants from their internal customer database to invite them into a survey. Deliverability, compliance, and precise tracking of responses were critical to project success.

Our Approach

Focus Forward deployed the client's branded email through our secure servers, ensuring inbox delivery at scale. After the first wave, we provided detailed reporting, including:

- Open and bounce rates
- Click-throughs and completed actions
- DNQs and no-response segments

This allowed the client to adjust messaging and re-target only the right contacts in follow-up sends, maximizing efficiency and minimizing cost.

Results

- Achieved high deliverability rates with minimal bounces
- Provided actionable metrics that guided a second, optimized send
- Ensured the client could precisely track engagement and response

Why Focus Forward?

Our dedicated Panel Direct team processes millions of client list emails annually, offering secure deployment and transparent reporting. We take the guesswork out of large-scale outreach, ensuring your message reaches the right inboxes with precision.



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