

# Energy Case Study: How Terrapinn leveraged email marketing for recruitment



## BRIEF

Terrapinn was in a hiring phase and needed to identify business executives in the Middle East for a recruitment drive. It required a marketing exercise that would augment their brand awareness, particularly in the Energy sector. It also needed to increase the number of applications for employment opportunities for the role of Handling International Promotional Events across its varied locations.

## SOLUTION

Terrapinn wanted to set up and execute email campaigns for its recruitment drive while minimizing cost, efforts and time during the whole process. One of its main focuses was to leverage talent from the Middle East. Terrapinn teamed with FrescoData to devise targeted email campaigns to Executives from FrescoData's global B2B database.

FrescoData's B2B lists segmented by job roles covers not only a range of profiles, but also various industry sectors. FrescoData agreed to provide an accurate list of verified active leads, ensuring that the emails would not be identified as spam and end up in everyone's junk folder.

The Middle East is one of the fastest growing markets for international events with 1800 association meetings alone over the last few years. FrescoData was able to source nearly 30,000 high-quality professionals and decision makers to create a comprehensive list, which was then subjected to data validation by the FrescoData team to ensure the highest standards and make certain that the time and efforts behind the campaign would yield maximum ROI. Terrapinn integrated these e-mails with a brand awareness campaign

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## ABOUT



Terrapinn is a global leader in B2B events, and is best known for its trade exhibitions, conferences, training solutions, and electronic and print publications. Over 25 years, it has built a reputation as the hub of the global business community, with an extensive portfolio of successful conferences and exhibitions. Terrapinn operates from London, New York, Singapore, Sydney, Dubai, and Johannesburg. With over 25 years of experience, Terrapinn is a leading force in Trade Exhibitions and Industry Training.

## RESULT

Following the analysis process of the data files provided to Terrapinn, the results based on the list provided by FrescoData were promising. For the recruitment drive campaign, there was a higher than anticipated delivery, open, and click-through rate. Since the execution of their first campaign using FrescoData's email list, Terrapinn has partnered with FrescoData to target additional world regions for various events, recruitment drives and other campaigns from across various industries.