

CUSTOMER STORY · PROFESSIONAL SERVICES

Legal Education Travel Brand

15x

Weekly Signup Growth

A U.S. based legal education and travel company had a severely damaged email program, campaigns were blasted to hundreds of thousands of contacts with no domain warm-up, broken authentication, and copy that consistently landed in spam. INSIDEA rebuilt the entire infrastructure from the ground up...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

HubSpot
OnboardingPlatform
Enablement

CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

By the time INSIDEA was engaged, the client's email program had effectively stopped working. Years of high-volume blasting to large contact lists without proper domain warm-up had destroyed sender reputation, and emails were landing in spam before they reached any inbox. The underlying technical configuration was broken – SPF, DKIM, and DMARC records were either missing or misconfigured, and the primary domain had...

WHAT INSIDEA BUILT Email Marketing & Automation

✓ Technical Foundation Rebuild

Conducted a full domain health audit across DNS, email providers, and spam reports. The primary domain was retired from outbound use, multiple alias domains were...

✓ Structured Domain Warm-up

Instantly was used to run controlled warm-up sequences across all alias domains before any campaign sends began. Each domain was monitored throughout the process to...

✓ Campaign Architecture and Copy

High-volume blasts were replaced with staggered daily batches and multi-step cold email sequences. Email copy was rewritten to eliminate promotional language, improve...

✓ Automation and Nurture Integration

HubSpot and Constant Contact were integrated to manage warm leads through automated nurture workflows. Automation logic was designed to shift leads seamlessly from cold...

MEASURABLE RESULTS

15x

Weekly Signup Growth

28-35%

Open Rate Achieved

10.5%

Peak Click Rate

25+

Qualified Replies/Month

"Before working with INSIDEA, our emails were disappearing into spam and we had almost no idea why. They came in, diagnosed every layer of the problem, and rebuilt everything we had from scratch. Within a few months, we were getting real replies from our audience for the first time. The growth in signups has been remarkable and it has changed how we think about email as a channel entirely."

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Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →