

CASE STUDY: "SKYLIST"

Highlight:

SKYLIST Acquired by Datran Media

Situation:

SKYLIST was looking to gain exposure in the increasingly crowded email marketing space. They came to blast! PR at a time when both regulatory changes and increased competition made it critical for ESPs to position themselves as quality providers aligned with both lawmakers, consumer needs, and the perpetually changing needs of their customers. SKYLIST turned to blast! PR to help them build an external profile that exhibited their thought leadership in each of these areas, as well as the company's reputation of helping their peers / competitors achieve common cross-industry goals by creating the technology to make it possible.

Solution:

Starting with a company that had zero exposure with key media and analysts, blast! PR worked with SKYLIST to develop a strategic PR plan, key messages and associated tactics. blast! PR increased brand awareness and lead generation through a strategic public relations program consisting of press releases, speaking engagements, industry awards and contributed articles in key industry publications. The goals were to put SKYLIST on the map, propel its executives into the forefront of the media as experts and increase their bottom line.

Results:

In 2004, blast! PR rolled out 18 press releases, which garnered over 39 positive press mentions, with the highlight being an appearance in a story on the front page of the New York Times. This flurry of positive press doubled the sales pipeline and made SKYLIST a significant presence in the ESP marketplace. They also saw immediate traction with the 2004 speaking program, securing speaking engagements for SKYLIST executives at four of the email industry's leading trade shows. By that point, SKYLIST was already considered an expert resource on email marketing and CAN-SPAM.

Things only improved in 2005 for SKYLIST as blast! PR refined its corporate profile and issued 18 press releases, resulting in 43 positive stories in industry and national press and three contributed articles in top industry trades. The SKYLIST speaking program also exploded in 2005, with executives speaking at ten influential industry events.

By 2006, SKYLIST was a major player in the ESP space, and CEO Joshua Baer had become the de facto email industry expert on issues including deliverability, authentication and anti-spam, among many others. blast! PR continued to boost the company's profile, and all the hard work culminated in SKYLIST's biggest milestone event, being acquired by leading performance marketing company Datran Media. blast! PR supported the acquisition process, continuing to issue a total of 16 press releases for the year and securing several influential speaking engagements for executives from both SKYLIST and Datran.

With 22 press releases and speaking advisories so far in 2007, and more in the pipeline, Datran Media is gaining steam and cementing its leadership in the space with search engine optimized media announcements and smart PR. Through a case study program, blast! PR secured a prestigious ad:tech awards for Datran Media's NASCAR client, which generated media coverage, awards and byline articles for the company. Continuing on its growth path, Datran Media also expanded into Asia with a partnership deal and acquired a leading ad serving company, which allowed them to create the industry's first exchange online for both display and email media.

Expertise Provided:

- Public relations
- Media relations

