



Customer Story:

How NSI Achieved 10x Campaign Volume and Increased Deliverability With SalesIntel

I think the big thing is the volume of contacts this year.

We've increased that 10X to the volume of sends. We have almost a full year of data to compare when we weren't fully utilizing SalesIntel”

▪ *Stuart Brown, Digital Marketing Specialist, NSI Industries*

About NSI Industries:

NSI Industries is a leading manufacturer of electrical connectors, selling their brands' products thru distributors to end users in the electrical, HVAC and network infrastructure industries. As NSI Industries manages the marketing for their 22 brands, its complex operations require precise audience targeting and data management to reach distributors and educate end-users efficiently via workflows and automations in their CRM. Jim Lillig, Director of Digital Marketing at NSI Industries, and Stuart Brown, Digital Marketing Specialist, lead the company's efforts in managing these marketing initiatives.

The Challenge:

NSI Industries' marketing team faced significant challenges managing its highly distributed target audience and scaling marketing programs across multiple brands and product lines efficiently. With distributors and end-users spread across the U.S., finding the right contacts in each market proved difficult.

The lack of accurate data limited their ability to execute campaigns that would resonate with their diverse audience, resulted in low deliverability rates for their email campaigns, and hindered their ability to track potential leads.



I've been in business for over 40 years. I've used multiple services from Dunn and Bradstreet, ZoomInfo, you name it, and SalesIntel comes out on top.”

▪ *Jim Lillig, Director of Digital Marketing, NSI Industries*





The Solution:

NSI Industries successfully ran campaigns using SalesIntel's accurate email data, which helped their team target the right audiences across their brands. They especially valued Research on Demand and FormsIntel. Research on Demand allowed them to find specific contact data for their niche personas, which included branch locations for major US distributors. At the same time, FormsIntel simplified lead capture by auto-filling customer details in conversion forms, reducing form length and UX friction.

NSI also used VisitorIntel to track website visitors and link this data to accounts' monthly revenue and campaign performance, providing valuable insights into how digital campaigns influence sales. While initially not used for direct campaigns, VisitorIntel became a key tool for understanding customer accounts online behavior.

The Outcome:

By partnering with SalesIntel, NSI Industries experienced a significant improvement in its marketing efforts and data management. The results included:

Increased Data Accuracy:

SalesIntel provided 98% accurate distributor contacts, delivering clean, verified emails that significantly boosted NSI Industries' deliverability rates.

Higher Campaign Efficiency:

With precise data and SalesIntel's tools, NSI Industries expanded their email campaigns by 10x. Having a full year of accurate data allowed for better targeting and more effective testing for improvements in open and CTR's.

Improved ROI Tracking:

VisitorIntel enabled NSI to link website visitor behavior with campaign and sales data, helping them connect marketing efforts to influences on revenue growth from digital engagement.

Scalable Operations:

SalesIntel's accurate data allowed NSI Industries to distribute reliable contact information across all divisions (via their CRM), ensuring each team's email marketing efforts target the right audience and maximize campaign impact.

Our target market is fragmented, and SalesIntel's research-on-demand has been invaluable in finding the right contacts. The accuracy and reliability of the data are unmatched, and the additional features like VisitorIntel and FormsIntel have helped us streamline our efforts and fill in the gaps."

- *Stuart Brown, Digital Marketing Specialist, NSI Industries*

