

CASE STUDY

boss talks

INDUSTRY: SME

LOCATION: LOS ANGELES, CALIFORNIA

YEAR FOUNDED: 2014

How Boss Talks doubled their email volume—and maintained an open rate of **above 30%**

Launched in 2014 in Los Angeles as a monthly series of inspiring talks in a fireside chat format called “Secrets of Successful Women Entrepreneurs” from the “Walk A Mile In Her Shoes” series on Hillary Gadsby’s Stiletto Gal site, Boss Talks has since become the voice for female entrepreneurs and executives globally. The aim of Boss Talks is to empower women entrepreneurs and business leaders all over the globe to level up their businesses and unleash their revenue potential through mentorship, professional connections, and community.

Hilary and Wendy felt the need for an omnichannel platform that they could use to reach out to more and more people, learn about their audience, and accomplish their marketing goals.



Hilary Gadsby

Co-Founders of Boss Talks Network



Wendi Boyden



“I think Factoreal being an all-in-one tool helps greatly with growing our business and community and taking control of how we engage with our prospects”. It’s helped us change with the times while staying true to ourselves.”



The Challenge

Boss Talk’s success is dependent on its ability to find, connect, and engage with women entrepreneurs who are working in isolation. In order to do that, Boss Talks was using Mailchimp as their email service provider to reach out to like-minded people. The trouble started when the email performance started to struggle due to poor deliverability. Open and click through rates plummeted as a result.



EMAIL
DELIVERABILITY
& PERFORMANCE



MULTIPLE TOOLS
FOR CUSTOMER
ENGAGEMENT



LACK OF
QUALITY DATA &
INTEGRATION



The Solution

Boss Talks switched from Mailchimp to Factoreal, which not only combines email marketing with marketing automation and personalization, but also provides capabilities to build high converting landing pages, manage social media marketing, paid marketing, segment audience, and a lot more.

After each campaign, Boss Talks uses Factoreal's powerful reporting tools to track their performance and learn more about their audience. The drag-and-drop editor allows Hillary & Wendi to create engaging and effective emails and landing pages in a fraction of the time. They also have access to more advanced features, such as whitelisting of email domains, segmenting contact lists, inserting emoji in subject line, personalizing the communication, and litmus testing, which has helped improve the overall email deliverability.

Factoreal offered Boss Talks with everything they needed, right from generating more leads by creating stunning and high converting landing pages, to tracking web behaviour in real-time. With Factoreal opening new realm of marketing for Boss Talks, they are now looking to send triggered emails to retarget people who visit their website, and automate their entire engagement program using Factoreal.



Results



40%+
Open rate



22%
Increase in
engagement rate



180%
Increase in
email volume

"We've been using Factoreal since November of 2020, and so far have used it for our campaigns and landing pages and forms. Designing our campaigns has been very easy, and we love the analytics the platform provides. We also use the platform to create multiple landing pages and forms for our business which has been very user friendly. The team was super helpful in the onboarding process, and has been very accommodating and responsive to any technical support that we needed. Highly recommend this platform!"

Hillary Gadsby & Wendi Boyden,
Co-Founders of Boss Talks Network