



STIRISTA

Freedom To Reach Anyone

CASE STUDIES

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T-Mobile

T-MOBILE

Problem

T-Mobile's e-mail vendor wasn't able to consistently deliver messages into the inbox, resulting in many e-mails getting blocked or going straight to spam.

Solution

Stirista developed a delivery strategy and coached T-Mobile on white listing IP addresses to get better email results.

Result

T-Mobile was able to double its response rate as more customers and prospects were able to actually receive emails

The Hyatt logo is centered on a solid blue background. It features the word "HYATT" in a white, serif font. A thin, light-colored arc is positioned beneath the letters "Y" and "A", curving under them.The Hyatt logo is centered within a white rectangular box with a thin black border. The word "HYATT" is written in a bold, black, sans-serif font.

Problem

In a competitive environment, Hyatt wanted to know more about its customers to optimize their guest experience.

Solution

Stirista enhanced Hyatt's database to include gender data so Hyatt could personalize its communication with customers.

Result

Hyatt now provides a more satisfying experience for its customers, leading to an overall increase in customer satisfaction.



Problem

When health care laws changed, BlueCross BlueShield needed a new way to reach out to people who needed health insurance.

Solution

Stirista helped BlueCross BlueShield create models for micro-targeting to reach under-insured segments.

Result

BlueCross BlueShield saw increased web site signups by 20% as a result of more effective targeting.

BCBS



BEST BUY

Problem

With traditional retail sales dwindling, Best Buy wanted to expand into the B2B space by offering corporate gift cards.

Solution

Stirista created a campaign that opened new business avenues by targeting decision makers at small businesses.

Result

Best Buy was able to diversify its sales channel by tapping into the online B2B network, enhancing its online presence in an increasingly digitalized market.



INFOGROUP

Problem

InfoGroup, one of the largest data compilers in the U.S., was struggling to find quality, up-to-date B2B e-mails.

Solution

Stirista used its web-crawling technology to find highly deliverable contact names, title information, and clean e-mails.

Result

InfoGroup integrated Stirista's data within its own offerings and Stirista is now one of the premier partners for InfoGroup.



ST. MARY'S University

Problem

St. Mary's University in California wanted to recruit students for their Master's programs that offered a hybrid online and in-classroom experience.

Solution

Stirista helped St. Mary's find working professionals with a Bachelor's degree who lived in the Bay Area of California.

Result

St. Mary's found that Stirista's e-mail marketing was the best channel to promote online enrollment, which increased as a result of the e-mail campaign.

**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

GWU

Problem

George Washington University needed help reaching its target demographic to promote its wide range of Master's programs.

Solution

Stirista created an e-mail campaign targeting professionals with a Bachelor's degree and an interest in continuing education.

Result

30% of the recipients who opened Stirista's e-mails attended an admissions seminar at the university, ultimately increasing enrollment.



Marijuana Policy Project
We Change Laws

AMMPP

Problem

The Arizona Medical Marijuana Policy Project (AMMPP) needed to reach out to progressive voters to approve Proposition 203 to legalize medicinal marijuana.

Solution

Stirista wrote narratives for several segments of voters and deployed personalized e-mails with the theme, “Stop Arresting Patients.”

Result

After the votes were counted, the result was that Arizona had voted to pass Proposition 203 by the narrow margin of just 4,000 votes.



A Symbol of Excellence

ICON

Problem

Icon needed to increase volunteer participation for a variety of medical studies. Due to the nature of the e-mail, inbox penetration was crucial.

Solution

Stirista created a series of personalized e-mail campaigns encouraging clinical trial participation by offering financial incentives.

Result

Icon's ROI increased and they were able to get volunteers. The quality of participants willing to volunteer also saw an increase as more of them were prequalified.