



Carey Olsen has been a Vuture client since 2016.

When the partnership began, the organisation relied heavily on Excel, had fallen out with its legacy CRM, and seemingly simple tasks took a lot of time and energy to complete.

It's come a long way!

Deeply integrating Vuture Marketing and Peppermint CRM, built on Microsoft Dynamics, allowed Carey Olsen to maximise the value generated from its data and marketing programmes. Information, from Vuture forms, email reports and event activity, now flows straight into the CRM, providing an overview at client level that Carey Olsen needed.



Anna Coombs, Brand and Marketing Communications Manager for Carey Olsen, said the team can now serve the wider business more efficiently: *'We [the marketers and the partners] can see meaningful information in one place and to be able to do that is just great.'*

## Collaboration

With such a key integration, Anna was grateful to be working with a very responsive Vuture team, who dedicated lots of time to ensure the project was a success.

Now, Carey Olsen uses Vuture to track, and demonstrate, the value of its emails and events. This data is pushed back into Peppermint CRM to give stakeholders insight on key client interactions. As a result, they have facilitated effective collaboration between teams and helped smooth out processes.

The Carey Olsen team can combine reporting data with information from the Vuture web tracking solution to provide insight on clients visiting the website directly from our mailers. By honing in on specific web pages, the marketing and business development teams can make client interactions relevant and timely.

Anna mentions that, in the nine months since integrating the platforms, the marketing team is already delivering significant value for fee-earners: *‘The information we can then pass back to them based on all this data we have is really useful. To shape the partner conversations based on marketing activities is our next step.’*

## Results

Carey Olsen invested heavily in a data cleanse effort before implementing Peppermint in order to ensure best practice with the General Data Protection Regulation (GDPR) and its client relationships. Anna explains:

*‘The benchmarking stats from Vuture proved that the agony of the data cleanse was worth doing. Without Vuture, we wouldn’t know how much it helped.’*

This, combined with implementing advanced deliverability solutions like DKIM, TLS, and Custom Return Path, engendered authenticity and trust to improve likelihood that clients would see and open mailings. This combined approach helped to prove the following results:

- Carey Olsen now boasts a 35.3 per cent open rate, an increase of over 55 per cent since using Peppermint and Vuture.
- Bounce Rates are under three per cent, where the average for UK Top 100 law firms is five per cent.
- Unsubscribe rates are at just 0.2 per cent compared to a top 100 average of 0.3 per cent, that’s down 70 per cent over the last two years.
- Click rates are up 26 per cent since combining Vuture and Peppermint technologies.

## Outlook

As Rose Berrisford-Thomas, Senior Account Manager for Vuture, points out, “Carey Olsen is always trying to push the technology forward and use more platform features. By collecting and integrating more data, the Carey Olsen team can continue along its path towards a fully automated marketing solution.”