1. U.S.-Based Regulatory Ratings & Compliance Firm

Business Overview

A U.S.-based regulatory ratings & compliance service provider whose clients require **US FDA registrations, AIRS number migrations, and 5-year renewal plans**.

Campaign Goals

- Promote the client's **5-year FDA renewal plan** at a discounted price.

- Acquire **channel partners** (CAs, lawyers, consultants) for AIRS registration services.

- Run a time-sensitive campaign for **AIRS number migration**, with only **3 weeks remaining** before the renewal window opened.

Challenges

- The client approached **extremely late**, with only **3 weeks** available for warm-up and execution.

- They required outreach to **10,500 global businesses** within **one month**.

- Existing outreach systems were not set up.

- Audience was spread across **multiple global time zones**, demanding precise segmentation.

- Renewal period was **only 3 months long**, making timing critical.

My Strategy

1. Cold Email Infrastructure Setup (in a compressed timeline)

- Set up a complete cold-emailing infrastructure from scratch within **72 hours**.

- Performed **domain warmup**, configured DNS, SPF, DKIM, DMARC to secure high deliverability.

- Gradually scaled daily sending volumes **intelligently**, avoiding spam filters.

2. Advanced Segmentation Using Python

- Cleaned and segmented 10,500 contacts using Python (Pandas, Numpy).

- Categorized leads by **global time zones**, business size, and service relevance.

- Ensured every segment received emails at peak-engagement hours.

3. Multi-Step Email Flows

- Created **3–step automated sequences**, each containing:

    - 3 variants of the **initial email**,

- 3 variants for each **follow-up**,
- Total 12 tailored emails per segment.

- Personalized messaging for:
    - 5-year FDA renewal buyers
    - AIRS migration customers
    - Channel partners (CAs, lawyers, compliance agents)

4. High-Precision Analytics & Optimization

- Tracked sending health, bounce control, inbox placement, device engagement.
- Continuously improved:
    - subject lines
    - CTAs
    - send timing
    - variant performance
- Used A/B testing across all stages of the funnel.

Results

- **10,500 emails successfully delivered within 30 days**
  (despite the 3-week late start).

- **~50% overall open rate**
  (strong for cold outreach at this scale).

- **12% click-through rate (CTR)** across segments.

- **1.5% conversion rate**, exceptional for regulatory/renewal services.

- Successfully drove:
    - **FDA plan renewals**,
    - **AIRS migrations**, and
    - **New channel partner sign-up**.

2. U.S.-Based Venture Capital & Funding Advisory Firm

Objective

To generate high-quality global leads for businesses seeking funding solutions with a minimum ticket size of **$5M USD**, and to onboard channel partners across regions through cold outreach.

Challenges

- Need to identify and reach **high-value founders and CXOs** across multiple countries.

- Ensuring inbox deliverability for large-scale outreach from day one.

- Requirement to maintain consistent quality while reaching **500 prospects/day**.

- Needed to segment global audiences by **country, industry, and timezone** to match reply-friendly windows.

- Ensuring proper campaign tracking and insight reporting for strategic decisions.

Approach

- **Segregated global databases** using Python based on industry, geography, timezone, and funding requirement.

- Designed structured outreach workflows with **1 main email + 3 follow-ups**, using **3 variants per step** to maximize engagement.

- Implemented campaigns for:

    o Funding-seeking businesses (min. $5M requirements)

    o Channel partner onboarding for global deal origination

- Set up DNS records, domain warmups, and email infrastructure for improved deliverability.

- Used **Instantly** for automation, and integrated its **API** into Python to extract, analyze, and optimize engagement data.

- Provided **fortnightly analytics reports** with insights on open rate, CTR, country-wise performance, and conversion trends.

Results

- Successfully executed **500 outbound emails/day**, ensuring stable inbox placement.

- Achieved strong overall engagement:

    o **Open Rate:** ~41%

    o **Click-Through Rate:** ~14%

    o **Positive Response Rate:** ~4%

- Delivered consistent qualified leads from **North America, EU, GCC, and APAC markets**.

- Improved outreach efficiency by continuously optimizing copy, variants, and sending windows.

- Enabled the firm to build a **predictable inbound pipeline** for businesses seeking high-ticket funding.