



# Case Study: SILO Compliance System

## Challenge:

SILO Compliance System, an anti-money laundering compliance software company, prepared to launch the newest version of its software (V3) in Q2 2017. Sales had been low for the first quarter of the year.

## Strategy:

Launch was timed ahead of the most recent regulation update, which would become effective July 1, 2017. With a limited budget and a narrow geographic audience, it was recommended to focus marketing efforts around the **STEP Caribbean Conference** held in Grand Cayman. Pre- and post- conference marketing focused on the V3 launch and the additional benefits the new release delivered to its user base. A strategy comprised of a mix of highly targeted digital and traditional tactics was executed. Each tactic was measured, then optimized.

## Results:

Conversion rates for all HTML emails outperformed industry averages. Several demos were booked and within two weeks of launch sales increased by 200% over prior quarter.