

Concord Marine

Turning an Underused Email List Into a Revenue Channel



THE SITUATION



Concord Marine didn't want more leads. They already had attention. What they needed was momentum.

They came to ContentBacon with:

- 15,000 total contacts in their database
- 6,000 newly acquired leads from the Fort Lauderdale Boat Show
- A high-value product mix including Starlink satellite internet, navigation systems, and yacht entertainment

Their goals were specific:

- Re-engage recent boat show leads without damaging deliverability
- Launch targeted Starlink campaigns to European yacht builders

What they did not want:

- More leads
- Generic batch-and-blast email campaigns
- Any risk to the list's health or sender's reputation

THE CHALLENGE



The database was large, layered, and mixed. Different audience segments had very different buying timelines and triggers.

At the same time, there was no room for error. Spam complaints or list fatigue would have long-term consequences.

What Concord Marine needed was:

- Clear segmentation
- Lifecycle-aware messaging
- Behavior-based timing
- Accountability tied to real campaign performance

Sending smarter emails was the only option.

WHAT CONTENTBACON DID



We rebuilt the email program to prioritize segmentation, timing, and message clarity.

- Segmented the database by lifecycle stage and engagement behavior
- Built campaigns around authority and usefulness
- Used behavior-based resends to increase engagement
- Monitored deliverability closely, protecting sender reputation through careful oversight of bounces and spam signals
- Treated list health as a performance metric

The strategy was simple: Do less. Do it better. Let relevance do the work.

BOTTOM LINE



The opportunity was already sitting in the database. It simply needed structure, segmentation, and thoughtful timing.

By treating Concord Marine's email program as a system instead of a list, email became a predictable revenue channel again without sacrificing deliverability, credibility, or future growth.

THE RESULTS



The campaigns delivered measurable performance without compromising list health:

- 37.6% open rate on an authority-driven email campaign
- 3.53% click-through rate on a targeted Starlink product launch
- 49.6% open rate on a behavior-based resend to non-openers
- 0 spam complaints across more than 20,000 sends
- Bounce rates consistently below industry benchmarks

