



Turning Complex Content Into Measurable Engagement

THE SITUATION



NRI needed a consistent way to stay in front of executive audiences while supporting multiple marketing efforts.

Their initiatives included:

- A thought leadership podcast
- Live strategy and AI-focused webinars
- On-demand technical resources
- Blog content covering enterprise AI, hybrid cloud, and analytics

The marketing team wanted more than a monthly email. They wanted steady visibility with decision-makers, stronger engagement, and content that could support pipeline growth over time.

They needed a structured newsletter that brought these efforts together in a clear format and delivered measurable results.

THE CHALLENGE



NRI works in complex, technical areas, including:

- AI readiness and enterprise data strategy
- Agentic AI
- Hybrid cloud infrastructure
- Integrated analytics for manufacturing and supply chain

The topics are complex and highly technical. Many readers, however, are business leaders focused on results and growth. They want to understand the business impact without decoding technical language.

The challenge was to present these ideas in a way executives could quickly understand and use, while keeping the content credible and clear.

Each newsletter also had to:

- Promote multiple initiatives in a cohesive way
- Support SDR and pipeline efforts
- Maintain strong list health
- Deliver measurable performance

The work required discipline in messaging, structure, and execution.

WHAT CONTENTBACON DID



ContentBacon built a monthly newsletter framework focused on clarity, consistency, and measurable engagement.

- Developed newsletters organized around strategic themes and executive priorities
- Translated technical topics into clear business language focused on impact
- Structured each send to balance thought leadership, event promotion, and on-demand resources
- Designed calls to action aligned with awareness, engagement, and pipeline goals
- Monitored performance metrics to maintain engagement and protect deliverability

Each newsletter had a defined audience, a clear objective, and performance benchmarks tied to engagement.

THE RESULTS



The recent newsletter results show steady, meaningful engagement:

- 20,313 emails delivered (91.5% delivery rate)
- 6,198 opens (30.5% open rate)
- 4,276 clicks (21.1% click rate)
- 69% click-to-open rate
- 33 unsubscribes (0.3%)

BOTTOM LINE



Clear communication drives engagement, especially when the topics are complex.

By building a consistent monthly newsletter and translating technical ideas into clear business language, NRI increased engagement with decision-makers and supported its marketing and pipeline goals.

