

How Kemp USA Transformed an Untapped Contact List Into a High-Performance Email Revenue Channel

Campaign Open Rate

61%

Placed Order Rate Growth

+87%

Spam Rate Reduction

-40%

At A Glance

📁 Industry

Retail & Products

🔗 Services Used

Email

🏢 Business Model

Lead Generation | B2B

🎯 Primary Objective

Campaign Segmentation & Revenue Growth

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Overview

[Kemp USA](#) is a U.S.-based manufacturer and wholesale supplier specializing in emergency medical services (EMS) equipment, lifeguard gear, and water safety products. Founded in 2006 and headquartered in Charlotte, North Carolina, the company supplies critical safety equipment to first responders, lifeguards, training organizations, and emergency professionals domestically and abroad.

With a reputation for product reliability and responsive service, Kemp USA has become a trusted supplier for professionals who depend on durable equipment in critical situations. Their product catalog spans EMS backpacks, patient immobilization equipment, CPR training supplies, first-aid kits, and water-rescue gear.

The Problem

Kemp USA had built a contact list of 25,000 names over the years of operation, but those contacts were sitting dormant. Prior to engaging in active email marketing, the company had no structured approach to communicating with this audience and no mechanism in place to convert that list into business outcomes.

Compounding the challenge was a fundamental shift in the business model. Kemp USA was transitioning from a lead-generation model—where inquiries were fielded manually—to a direct e-commerce platform that required buyers to discover and purchase products themselves. This meant Kemp USA suddenly needed proactive, targeted outreach to drive traffic and transactions.

With a wide-ranging product catalog spanning multiple buyer types (lifeguards, EMS professionals, training organizations, and direct consumers), ensuring the right message reached the right audience was a significant operational challenge. Product visibility and relevance were both at risk without a deliberate segmentation and content strategy.



The Solution

To address Kemp USA's challenges, the team implemented a targeted email marketing strategy built around four core pillars—designed to activate the dormant contact list, improve deliverability, and drive meaningful engagement and conversions.

Audience Segmentation

Starting with Kemp USA's 25,000-contact list, the team warmed the audience gradually by testing small segments first. Unengaged contacts—those who hadn't visited the site, placed an order, or responded to emails—were removed, reducing the list to 19,000 high-quality, engaged subscribers. Historical purchase data was then used to segment users into targeted groups, ensuring that every campaign reached the right buyer.

Product Promotions

A core component of the strategy was staying ahead of seasonal demand. For example, the team launched lifeguard equipment campaigns weeks before the summer season opened—reaching buyers during their consideration phase, before competitors entered the conversation. This early-to-market approach consistently positioned Kemp USA as the first option in a buyer's inbox.

Content Strategy

Email content was designed to promote specific products, putting them front and center for relevant buyer segments. The team periodically supplemented product-focused sends with educational "how-to" content to add value for subscribers and reinforce Kemp USA's authority in the safety and rescue equipment space.

Creative Execution

Cohesive messaging and immediate visual impact were the creative priorities. Subject lines were crafted to flow seamlessly into the email body—so the moment a subscriber opened the email, the promoted product was front and center. This approach maximized the likelihood of first-view clicks and conversions.

Outcome

By prioritizing list hygiene, seasonal planning, and direct product alignment, Kemp USA successfully transformed an unused contact list into a cost-effective, high-performing revenue channel.

61%

Campaign Open Rate

Click rate increased by 10%

Email

+72%

Flow Recipients

Open rate increase of 13%

Email

-31%

Unsubscribe Rate

14% Bounce rate reduction

Email

-14%

Bounce Rate

Spam rate decreased by 40%

Email

Scrubbing 6,000 unengaged contacts and implementing best-practice send strategies, led to all email viability indicators showing improvement, indicating our campaigns got the right message in front of the right people.

Sustained Growth Achieved

Kemp USA's email program is now a direct line to the buyers who matter most—and with the company's move into e-commerce well underway, email marketing is positioned to become an increasingly significant revenue driver

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