



Noord50

B2B and SaaS Lead Generation Agency

Discover how Noord50, a B2B and SaaS lead generation agency, optimized email deliverability and boosted client revenue with the GlockApps platform.



FOUNDED 2023



Groningen, Netherlands



B2B



INTRODUCTION

Noord50 helps B2B and SaaS companies optimize lead generation by building automated sales systems through inbound and outbound strategies. Their approach integrates targeted email and LinkedIn outreach with inbound marketing tactics such as lead magnets to attract and nurture potential customers.

To improve engagement and conversion rates, Noord50 focuses on CRM enrichment to ensure customer databases contain accurate, up-to-date information. The agency also implements marketing automation tools and workflows to streamline processes and scale lead-generation efforts. Through this data-driven strategy, Noord50 aims to improve customer acquisition and retention, allowing clients to grow their businesses sustainably.

Noord50 Improved Email Deliverability and Security with GlockApps

Start Improving Your Performance Today - Enjoy 2 Free Tests!

Try It Free

RESULTS IN NUMBERS



Noord50 achieved a high reply rate in an Outlook-dominated campaign through optimized deliverability.

CHALLENGE

Overcoming Deliverability Issues to Maximize Lead Generation

The main objectives of Noord50 were:

- Boost lead generation and conversions;
- Maximize ROI.

However, they faced **popular challenges** that directly impacted their ability to reach potential clients:

- Concerns about sender reputation;
- Limited insights into email performance;
- Need to improve email marketing effectiveness.

Without deep insights into email deliverability, their team faced difficulties optimizing campaign strategies and maintaining consistent engagement rates. Also, they needed to navigate Outlook's increasingly strict filtering rules, which often caused emails to land in spam folders or go undelivered.

To solve these problems, Noord50 sought a reliable testing solution, as a clear understanding of how different email providers evaluate messages reduces the risk of missing out on valuable business opportunities.

SOLUTION

Making Spam Testing a Standard Email Optimization Practice

To solve these problems, Inboxist chose **Inbox Insight** from GlockApps, a comprehensive tool for spam testing, domain and IP reputation monitoring, and authentication control that helps to obtain valuable data to optimize email deliverability.

To solve these problems, Noord50 opted for the **Inbox Insight** spam test and **DMARC Analyzer** from GlockApps, an all-in-one solution for monitoring your inbox placement, domain & IP reputation, and authentication and gaining valuable data for email campaign optimization.

Main reasons Noord50 chose GlockApps:

- Accuracy;
- Comprehensive reporting;
- User-friendly interface;
- Multi-client support.

Implementation Process:

As the agency noted: "The GlockApps implementation process was super easy: the setup was quick and the platform was really intuitive. It's been super helpful for tracking email performance without any headaches. Definitely a smooth experience overall."

RESULTS

How Optimized Email Deliverability in Outlook Increased Engagement and Revenue

GlockApps has had a big impact on Noord50's email outreach efforts. They've noticed a significant improvement in deliverability, which helped massively with client results. Especially since it's been hard with Outlook recently, the company has still seen great results using GlockApps.

Sender Setup (depends on the agency's client):

- The choice of ESP depends on the lead list (the agency prefers to use Google, but if the majority of recipients use Outlook, they adjust the sending domain accordingly);
- Shared IPs are generally used, except for high-volume enterprise campaigns targeting Outlook users;
- Typically for a client sending volume ranges from 50-1000 mails daily. The agency runs smaller account-based campaigns but also helps with more "always on" campaigns that reach 1000 emails per day;
- Noord50 buys inboxes and domains from trusted partners who handle proper setup.

Key wins:

Recently, Noord50 hit a **38% reply rate** in an Outlook-dominated campaign, which was a huge win for them. Continuous testing and authentication monitoring with GlockApps played a big role in making such results happen, helping in email deliverability optimization and staying out of spam folders. This led to stronger engagement rates and, ultimately, higher revenue for their clients.

Advice to other businesses: "If you're considering GlockApps, I'd say go for it. The platform is easy to use, and the insights you get on email deliverability are invaluable."

// Glock Apps has significantly improved our email deliverability, helping us achieve far better results for our clients.



Max Engberts / Co-founder of Noord50

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