CASE STUDY

Tesseract 2.0 + Dial-A-Geek

Turning an aging customer database into a more focused local growth program.

Founder-led strategy, segmentation, messaging, and campaign refinement for a local technology business in Victoria, BC.

CLIENT

Tesseract 2.0 + Dial-A-Geek

INDUSTRY

Local Technology Services

FOCUS

Segmentation, Messaging, Email Campaigns, Local Growth

Stronger businesses. Brighter communities.



THE CHALLENGE

Reactivating an Aging Local Database

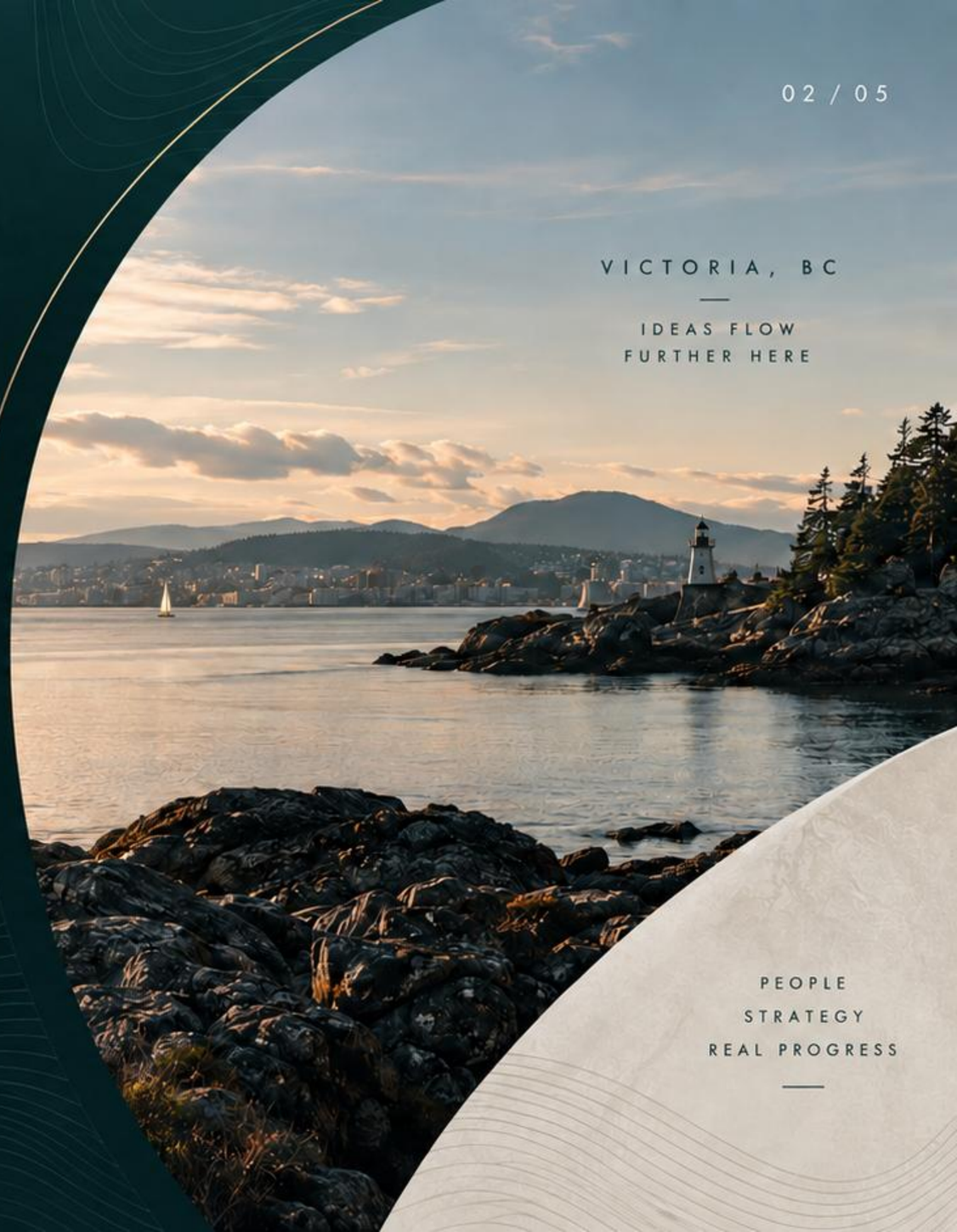
Following the acquisition of Dial-A-Geek, Tesseract 2.0 had an established local customer base, but the database was aging and the business needed clearer positioning for residential and small-business audiences.

- Aging customer database
- Inconsistent audience segmentation
- Need for clearer residential and SMB positioning
- Opportunity to reconnect with past customers and build local momentum

OBJECTIVE:

Re-engage the database and create a stronger foundation for local growth.

Stronger businesses. Brighter communities.



THE APPROACH

Segment, Refine, and Improve

Tideframe helped segment the audience, refine the offer and messaging, develop supporting campaign assets, and use performance data to improve targeting and outreach.

01
Audit the database

02
Separate residential and SMB / MED audiences

03
Clarify offers and positioning

04
Develop campaign messaging and assets

05
Launch segmented outreach

06
Refine using performance data

The work focused on practical improvements that could support stronger local outreach over time.

Stronger businesses. Brighter communities.



PEOPLE
STRATEGY
REAL PROGRESS

RESULTS

Best-Performing Campaign Signals

The more focused SMB / MED outreach delivered the strongest early performance signals.

91.86%	35.44%	21.25%	0%
DELIVERY RATE	OPEN RATE	CLICK-THROUGH RATE	UNSUBSCRIBES

Best-performing SMB / MED campaign

Stronger segmentation and more focused messaging improved the quality of the outreach.

Stronger businesses. Brighter communities.



BUSINESS IMPACT

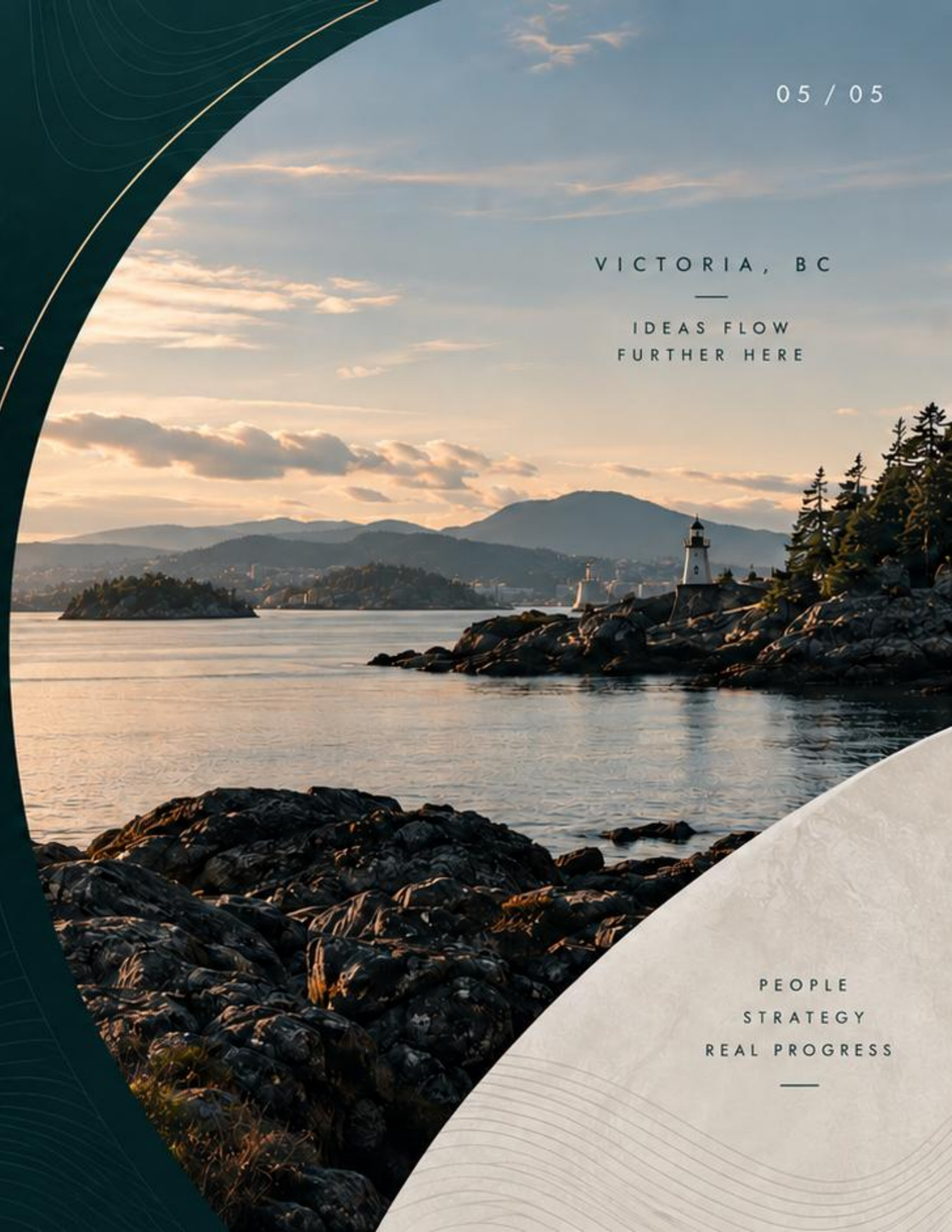
A Stronger Foundation for Local Growth

The project helped create a clearer path forward for Tesseract 2.0 by improving audience focus, strengthening campaign structure , and giving the business a more practical base for ongoing outreach.

- Clearer residential and SMB audience segmentation
- More focused positioning and messaging
- Better-performing outreach structure to build from
- A stronger-base for future marketing and business development

This work moved the business from broad activity toward more intentional local growth.

Stronger businesses. Brighter communities.



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