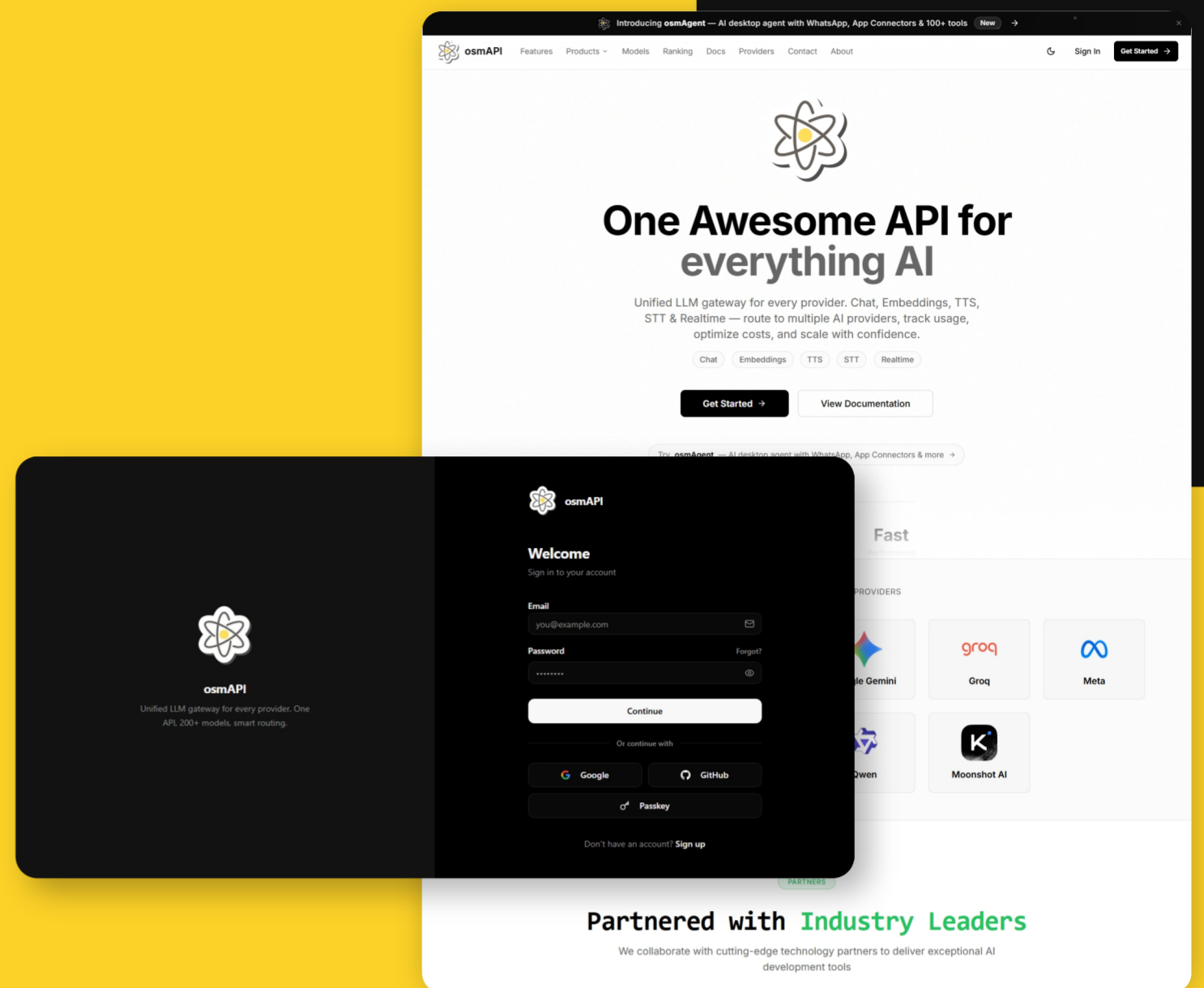


osmAPI

AI Development Case Study



INTRODUCTION

osmAPI is a unified AI gateway that gives developers and businesses a single, powerful API to access 130+ large language models across 25+ leading providers-including OpenAI, Anthropic, and Google-without changing their existing code. Built for teams that need flexibility, reliability, and cost control, osmAPI eliminates the complexity of managing multiple provider integrations, credentials, and billing accounts under one streamlined platform.

osmAPI empowers engineering teams and AI-driven businesses to scale confidently by offering smart routing, real-time analytics, and enterprise-grade security. With features like automatic provider failover, cost-per-request tracking, and drop-in OpenAI SDK compatibility, osmAPI positions itself as the go-to infrastructure layer for teams building production-ready AI applications. Free to start, osmAPI is designed to grow with its user from solo developers experimenting with models to enterprises managing mission-critical AI workloads.



OBJECTIVES

- **Low Developer Awareness:** Limited visibility among AI developers and engineering teams unfamiliar with unified LLM gateway solutions.
- **Complex Audience Segmentation:** Difficulty tailoring messaging to distinct audience segments-indie developers, startup engineering teams, and enterprise decision-makers-each with different pain points and priorities.
- **Low Email Engagement:** Struggles with open and click-through rates due to generic, non-personalized email content that failed to speak directly to technical audiences.
- **Unclear Value Communication:** Challenges in concisely communicating osmAPI's core value proposition-cost savings, smart routing, and multi-provider access-in a way that resonated and drove sign-ups.
- **Inefficient Lead Nurturing:** No structured email workflow to guide prospects from awareness to free trial activation and eventual paid conversion.



COURSE OF ACTION

To address these challenges, Dot Com Infoway implemented a strategic email marketing solution tailored to osmAPI's developer-first audience, focusing on:

- **Audience Segmentation & Persona Mapping:** Identified and segmented osmAPI's target audiences-solo developers, AI startup teams, and enterprise engineering leads-and crafted persona-specific messaging that addressed each group's unique integration, cost, and scalability concerns.
- **Automated Email Workflows:** Developed multi-stage email sequences designed to nurture leads across the funnel-from initial awareness of osmAPI's unified gateway concept to free trial activation and upgrade consideration.
- **Technical Content-First Strategy:** Built email content around high-value technical narratives such as eliminating vendor lock-in, reducing AI infrastructure costs by up to 60–80%, and enabling zero-code provider switching-directly addressing developer pain points.

- **Performance Analytics & Optimization:** Continuously monitored key engagement metrics including open rates, click-through rates, and free trial conversion rates to refine subject lines, CTAs, and send cadences for maximum impact.
- **A/B Testing for Continuous Improvement:** Ran systematic A/B tests on subject lines, email copy, and call-to-action placements to identify the most effective messaging combinations for osmAPI's technical audience.



RESULTS ACHIEVED

- **Increased Open Rates:** Optimized subject lines and developer-centric segmentation helped osmAPI achieve a 42% increase in email open rates, significantly improving visibility among target engineering audiences.
- **Higher Click-Through Engagement:** Click-through rates improved by 35%, with more developers clicking through to explore osmAPI's documentation, pricing, and free-tier sign-up page.
- **Improved Free Trial Activations:** Strategic nurturing sequences resulted in a 28% increase in free trial sign-ups, converting curious developers into active platform users.
- **Stronger Lead-to-Paid Conversion:** With targeted upgrade workflows highlighting cost savings and enterprise features, osmAPI experienced a 22% boost in conversions from free-tier users to paid plans.
- **Reduced Manual Campaign Overhead:** Automated workflows streamlined campaign management, enabling the osmAPI team to maintain consistent, timely communication with leads while focusing on product development.

By leveraging our expertise in technical email marketing, osmAPI successfully elevated its developer outreach, accelerated free trial adoption, and achieved measurable growth in both engagement and paid conversions.