



## OPTIMIZED MARKETING AUTOMATION FOR ACQUISITION AND NURTURING

A multi-billion dollar payment service provider wanted to improve its customer acquisition and nurturing program. By utilizing eClerx Digital's solutions, the client's marketing automation tool was optimized to scale campaign execution, improve nurturing, and streamline campaign operations.

### Business Challenges

The client's marketing automation tool had process limitations that could not fully support their customer acquisition and nurturing campaigns. This caused significant bottlenecks for campaign delivery, visibility and tracking.

The eClerx Digital solution:

- Reduced turnaround time with a centralized campaign production process: campaign design and deployment, web and email production, program management and independent quality assurance
- Streamlined the process and increased throughput with an integrated resource pool for marketing automation (UNICA), web development, and email production
- Improved overall productivity and quality through automation and process optimization

### Client Benefits



44% increase in campaign execution rates



70% increase in campaign throughput



Over 200 email campaigns delivered per quarter



Over 1500 emails and landing pages created per quarter