



IMPACTFUL CAMPAIGNS FOR IMPROVED LEADS

A European leader in the payments and transactional services industry witnessed **increase in their marketing campaign response** with Cybage



MARKETING AUTOMATION – CAMPAIGN MANAGEMENT



Increase **click-to-open-rate (CTOR)** of emails, enquiries, and conversion rates



Resolve issues related to **content and banners** in email and newsletter templates

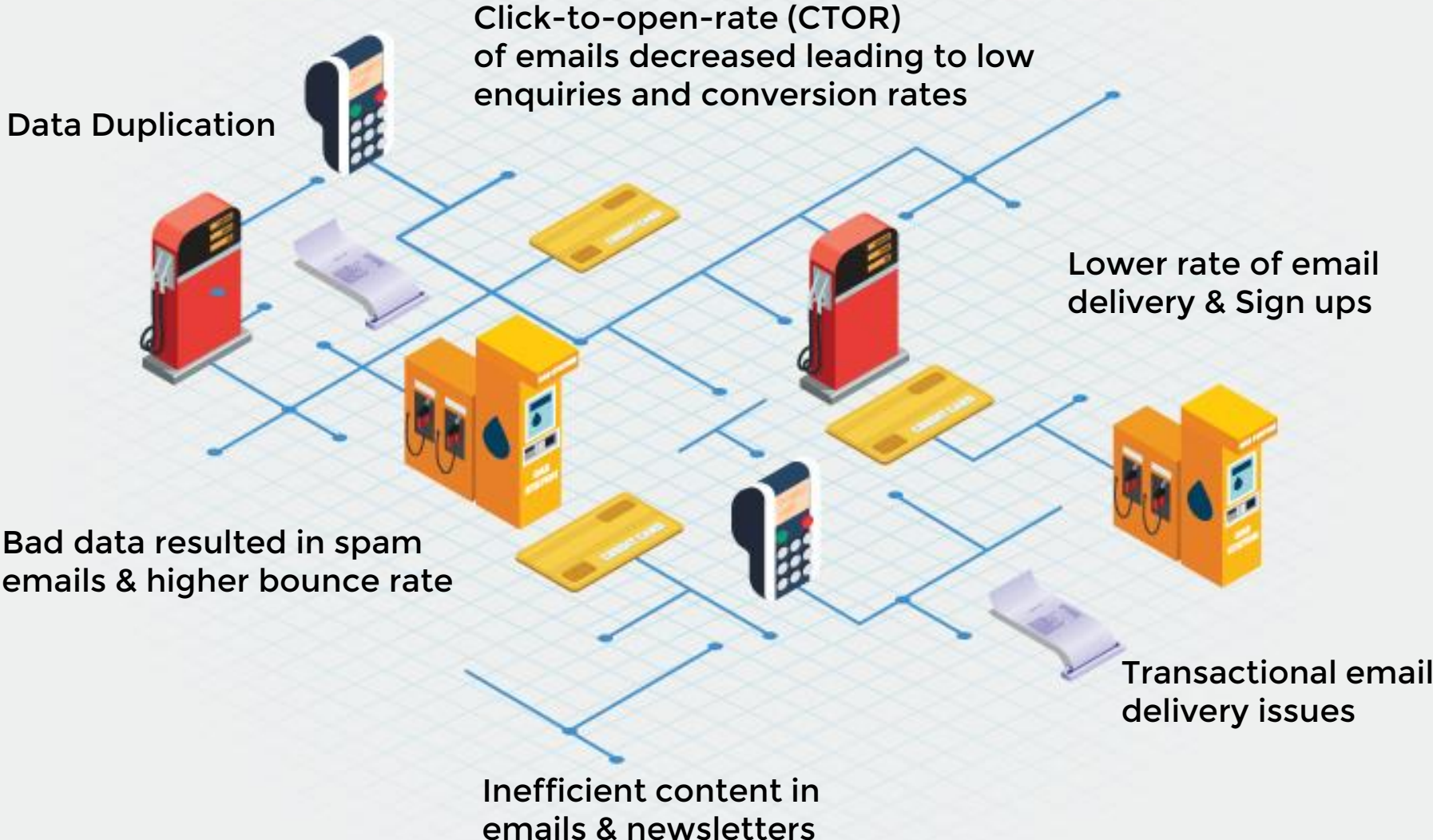


Resolve data format issues in **Salesforce Marketing Cloud Data Extensions** to stop spam emails



Correct configuration of **email marketing campaigns and reports** in Salesforce Marketing Cloud

THE PROBLEM STATEMENT



THE SOLUTION



Value Addition

Image links to improve email click-to-open-rate and prospect conversion.

Designed new email templates in HTML and CSS to enhance the process workflow in Salesforce Marketing Cloud.



Testing

Thorough testing of email templates at all stages to enhance customer engagement.

Quality check on all assets to improve email click- to- open-rates.

Performed A/B testing in Salesforce Marketing Cloud and adopted a focused approach to target the right audience.



Optimization

Optimized data in Data Extensions to ensure the correct email list.

Developed customized reports to capture required data and get better insights of the email campaigns.

BUSINESS BENEFITS

7%

Increase in
email open rate

Customized reports

with better campaign insights helped
in strategizing new email campaigns.

33%

Increase in
email delivery rate

Improved click rate

after implementing links on email banners.

2%

Increase in
click-through-rate

Resolved duplicate Data Extension

issues leading to an increase in the number
of sign-ups.

2x

Newsletter delivered in
2019
as compared to 2018

CYBAGE MARKETING SERVICES



Content Management



Data Optimization



Email Template Creation



Marketing Automation



Campaign Reporting



Data/Audience Segmentation

Making more possible, together

[See more of our work](#)



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