



Improving Email Deliverability and Enhancing Customer Experience with Marketo for a Business Analytics Platform Provider

THE CUSTOMER

The customer operates a deep linking and business analytics platform that serves as a crucial resource for both large enterprises and independent mobile application companies. Their platform offers a comprehensive suite of developer tools tailored to meet the diverse needs of the mobile app industry.

THE CONTEXT

The customer was facing challenges in effectively coordinating their demand generation activities. Additionally, they sought to boost traffic and broaden their digital presence across multiple channels. Enhancing conversion rates by optimizing form submissions was also their key area of concern.

THE OBJECTIVE

The customer aimed to scale up demand generation efforts and launch campaigns to achieve an increase in website traffic and marketing qualified leads. They planned to promote their marketing collateral across various channels and enhance the conversion rate by at least 20% for forms filled on their website.

HIGHLIGHTS



40% Increase in Marketing Qualified Leads



30% Increase in User Engagement & Conversions



5% Increase in Email Deliverability Rate



Improved Customer Experience

THE SOLUTION

By understanding the customer's requirements, team Grazitti:



Provided strategic recommendations to increase the conversion rate of the forms filled on the website and improve email deliverability



Built a lead scoring program on Marketo that assigned scores based on the demographics and behavioral patterns of leads



Created and designed responsive emails and landing pages on Marketo for the customer in a limited amount of time



Designed complex nurture programs to help them nurture leads generated from the website

THE OUTCOME

Responsive emails and complex nurture campaigns significantly enhanced the overall customer experience by streamlining processes and delivering more relevant content. It resulted in a notable decrease in email bounce rates, indicating a 5% improvement in email deliverability and a 30% increase in engagement. Additionally, the implementation of a lead scoring program in Marketo led to a 40% increase in marketing qualified leads, thereby boosting sales opportunities and revenue potential for the customer.

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