



## Automating Processes Using Selenium to Streamline the Marketing Campaigns of a Cloud Computing Company

### THE CUSTOMER

The customer provides reliable, scalable, inexpensive, and on-demand cloud computing services and APIs to individuals, companies, and governments, on a metered pay-as-you-go basis. It offers content delivery, database storage, and more to help businesses scale and grow.

### THE CONTEXT

The customer was following a process of creating and scheduling their marketing campaigns for 4 emails, weekly. Their development and testing teams, as a result, spent a substantial amount of time on campaign creatives and quality assurance of emails from build to send. This tedious and repetitive process frittered away the dev team's time to further fix bugs, if any.

### THE OBJECTIVE

The customer wanted to primarily analyse the current process and identify improvements. They wanted to increase the quality of the email assets created while reducing the time utilized in developing and testing them. The customer further wanted to reduce the defect count while developing email assets and substantially reduce the manual effort.

### KEY HIGHLIGHTS



55% Reduction in Time Spent Weekly



100% Accuracy of Processed Data



85% Decrease in Reported Defects



95% Scalable Solution

## THE SOLUTION

Here is how the QA experts at Grazitti helped the customer:



Our team analyzed the existing process for improvements and devised an automated strategy to remove the redundant manual efforts.



After that, we created an automated script using Selenium to fetch the required data from the data source website.



After that, our team created HTML snippets using the processed data to create the email template.



We then created a POC and tested for accuracy to ratify the credibility of results.



Then, we processed the acquired data and converted it into a usable form by applying business logic via scripting.



We tested the solution by increasing the input size to 100X and solution works flawlessly.



Finally, we scaled the POC into an entire solution and rolled it out for weekly use.



Negligible cost of maintenance, since the automated process solution is robust

## THE OUTCOME

The customer was able to increase the efficiency drastically. Automating their processes helped them boost their productivity and minimize costs spent on manual work.

They were also able to increase customer satisfaction and retention and reduce the overall time spent on developing and testing their weekly campaigns. What's more, the maintenance cost for the scripted solution was negligible and the customer was able to decrease their reported defects considerably.

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### SCAN CODE

