

Bidirectional API Creates Enhanced, Real-Time Reports for Retail Clients

CASE STUDY



Company: Dynamo

Challenge: Segmenting lists and serving dynamic content across 18 mailing lists and in two languages

Solution: Using EmailLabs segmentation and dynamic content features to automate message personalization, simplify production and reduce errors

Dynamo –an award-winning creative interactive agency serving Canadian retail market leaders such as Reitmans, Addition Elle, Smart Set, Thyme Maternity and the Aldo group –required an email marketing application that was robust and easy to use.

Working with EmailLabs since spring 2005, Dynamo uses a variety of features and capabilities, including database filtering and segmentation, reporting, and dynamic content insertion for email personalization.

Saving Time and Reducing Errors

Dynamo maintains 18 different mailing lists and conducts numerous retail email marketing campaigns for each client. As such, one of the company's main concerns was to engage an email marketing provider that enabled them to turn out a mailing with accuracy and efficiency.

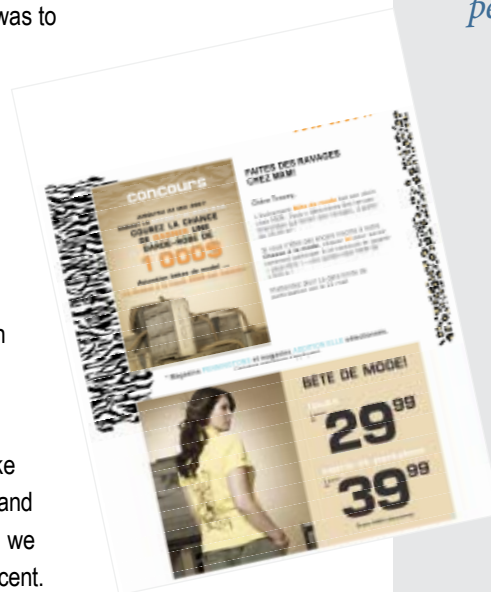
For example, often requiring six versions of one email to fit the different interests and language preferences of its audience, Dynamo makes extensive use of the segmentation filters such as geography, product type, language preference and fashion preferences from information uploaded from Dynamo's extensive customer database. Each email is then personalized, and depending on the campaign, retail images based on each customer's profile are also dynamically inserted.

"We were previously using an in-house system that was not as flexible as the EmailLabs application, and the creation and approval process could take quite a while –and often contained errors," said Bryan Mahoney, president and technical director at Dynamo. "When we switched to the EmailLabs platform, we were able to decrease the time it took to create an email campaign by 30 percent. EmailLabs' excellent email proofing system also enabled us to boost productivity because of the decreased time it took for clients to approve the finished emails."



High Performance Email Marketing

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Need a Report? Just Click

EmailLabs' extensive reporting capabilities enable Dynamo's clients to access more information than just the standard metrics, such as clickthrough and open rates.

Using Visual Message Reports, for example, Dynamo was able to provide its clients with campaign-specific results for not only the email as a whole, but also for each specific link contained in the email. This capability provided invaluable feedback when determining customer retail preferences.

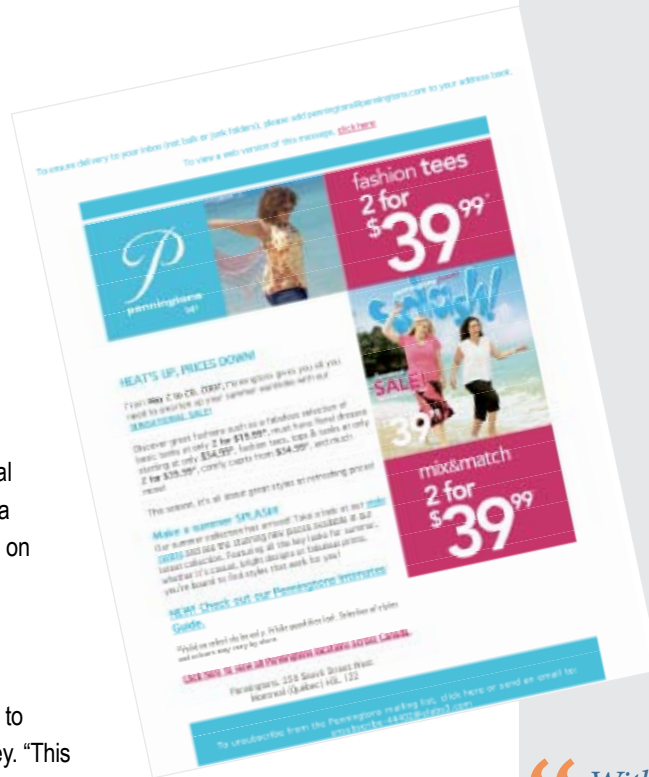
Taking this a step further, Dynamo was also able to create custom reporting for its clients by using EmailLabs bidirectional API (application programming interface). By downloading data from the individual campaigns, Dynamo created a "stats" area on their website that is accessible to their clients.

"Instead of sending monthly or campaign-specific reports to our clients, we utilized EmailLabs' API and uploaded the reporting information for each client into our database, enabling the client to directly access these reports from their computer," said Mahoney. "This not only reduces the time we spend on creating reports for our clients, but also allows them real-time access to metrics they can use at any time.

"Our clients can view data from any date range, creating aggregate or campaign-specific reports, depending on their marketing and reporting needs," he said. "Without EmailLabs' reporting structure and the customizable nature of the application's interface, this type of client-side service would simply not be possible."

About Dynamo

Dynamo (www.goDynamo.com) is a creative interactive agency known for its award-winning Web sites for some of Canada's leading retailers, including Reitmans, Addition Elle, Smart Set and Thyme Maternity. Based in Montreal, Quebec, the agency also focuses on branding existing and emerging enterprises as well as traditional print and advertising design.



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