

# Improving Email Efficiency with Marketing Cloud



CloudKettle

## The Challenge

Email marketing is essential to the client's business and growth, but their original Marketing Cloud instance was not built to scale campaigns efficiently. Issues with deliverability and unsubscribe rates above industry standard were growing concerns.

With a client base in over 50 diverse markets, multi-language emails were a drain on resources. It could take the client's marketing team over 20 hours to build out all required email versions for a single campaign.

Ineffective use of AMPscript led to difficulties with personalization and Salesforce Journey Builder wasn't being used to its full potential. Lack of optimization of these technologies was leading to missed opportunities to implement effective campaign strategies.

## Focused Solutions

- 1 DATA IMPORT DEFINITIONS**  
 Proper import definitions were used in tandem with IP warming to improve email deliverability and overall database health.
- 2 AMPSCRIPT IN EMAIL**  
 New custom AMPscript for emails eliminated the need for multiple emails in favor of using AMPscript to display appropriate dynamic content. This also allowed for full personalization of emails.
- 3 JOURNEY BUILDER**  
 Use of Journey Builder allowed the client to add complex logic to campaigns and create a more tailored experience based on actions during user journey.

## Client Profile

### INDUSTRY

Travel/Hospitality

### EMPLOYEES

5,000

### SOLUTIONS

Sales Cloud/Marketing Cloud

### AT A GLANCE

The client is part of a global travel and hospitality corporation. Their innovative travel management tools offer personalized experiences through curated access to relevant travel options. They provide exceptional customer service to small and large businesses in over 50 countries.

## Key Metrics

With CloudKettle's custom Marketing Cloud solution, email deliverability increased to 98% and the client is now able to create multi-language emails in less than 1/10th of the time it took previously. Campaigns are now highly scalable using Journey Builder, and duplicates have been significantly reduced after creation of better import definitions.



Email deliverability increased to **98%**



**20 HOURS** of time savings per campaign for multi-language deployments