



A HARTE HANKS CASE STUDY

# Three Brands See Success with Marketing Automation Services





## The background

Marketing automation is more than the latest corporate buzzword. It's a powerful strategy and tool that allows companies to nurture prospects with highly personalized, useful content. It helps convert prospects into customers, and customers into brand ambassadors.

Whether you want to get greater value from your existing marketing automation platform or move to a new one, integrate marketing automation with your CRM or enhance your email marketing, our consultants will guide you through.



The following are three examples of how we were able to help clients improve their marketing automation processes, streamline campaign development, increase speed to market and more.

## Case 1: Multi-National Enterprise IT

Platform: Eloqua

### The challenge

A multi-national enterprise IT company wanted to implement successful, multi-touch Eloqua campaigns across a large product portfolio (both B2B and B2C). But the brand lacked internal platform expertise and was suffering from efficiency problems. To succeed with their email marketing, they needed a marketing automation partner that could assist with consulting, architecting and managing the Eloqua platform and campaigns.

### The solution

In partnership with Harte Hanks, this IT giant was able to build out its automation team with 12 staff members to assist the brand's internal marketing organization—from strategy through execution.

This included:

- 3 Project Managers
- 2 Digital Strategy Members
- 5 Eloqua Architects
- 1 QA analyst
- 1 Consultant

### Business impact

Over the past several years, this multi-national brand has been able to build over 100 successful nurture campaigns.



## Case 2: National Consumer Packaged Goods (CPG) Brand

Platform: Adobe

### The challenge

This large CPG company was struggling to develop and execute successful email marketing campaigns across its six brands. Specifically, they were lacking:

- Cross-client compatible emails
- Mobile-responsive emails
- The skill set to develop emails that generate productive marketing conversations

### The solution

In partnership with Harte Hanks, this client was able to quickly bring their Adobe email marketing up to snuff, including creating and validating email templates that worked correctly across clients and devices. This required:

- › **Coding their emails as cross-client compatible.** This was done by applying several fixes for various clients, such as Outlook, Outlook 120 DPI, Android, iOS and more.
- › **Developing a quality assurance (QA) tool** with the brand's specific rules in mind, that easily performs checks on the HTML source code. This QA tool finds possible errors such as incorrect HTML tags, unclosed HTML tags, the order of the HTML attributes, incorrect image names, and missing image alternate descriptions.
- › **Optimizing for mobile.** The client had a better chance to reach its audience and attain higher click-through and open rates with responsive design on their emails.

### Business impact

With Adobe marketing automation expertise, this CPG company has been able to standardize and streamline the campaign development process—increasing both email quality and speed to market. The end result is more effective emails that help the company to better converse with its customers.

## Case 3: IT Service Management Company

Platform: Marketo

### The challenge

This hybrid IT services (cloud to mainframe) company needed an experienced partner to help design and implement a streamlined, end-to-end Marketo configuration and project management process to enable complex email marketing campaigns.

### The solution

This IT services brand partnered with Harte Hanks to get Marketo up and running optimally—and later decided to extend the partnership to project management and marketing automation services. A dedicated team was assigned to help the company fulfill its mission through:

- › **Campaign configuration**, achieved with a developer, a campaign designer and an architect using a web-based marketing automation software system to develop and automate the marketing process, design the lead management system and provide performance reports.
- › **End-to-end project management process** from initiation to testing, with weekly touch bases to ensure deadlines are met with quality email campaigns.
- › **Account management** of the entire digital ecosystem and email support systems in place to include:
  - Collaborate with the client in the scope definition process to design the scope of work, details and assumptions
  - Ensure proper execution and delivery of project on time and on budget
  - Define project schedules and resource allocations

### Business impact

With a streamlined, end-to-end Marketo configuration, a dedicated marketing automation team, and a defined process in place, this IT services brand can now rest assured that its complex campaigns are executed smoothly—and free up resources to focus on strategy and content.

Campaigns are delivered on time and on budget, and the brand more effectively reaches a higher number of contacts.



## ABOUT HARTE HANKS

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America.



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