

Multi-brand, Global ESP Migration from many vendors to an all-in-one platform.

Challenge

As a result of a data quality and data operations inefficiencies a global, multi-brand furniture retailer lost nearly \$6 mm in revenue. The client needed to consolidate from several emails' vendors and platforms to an all-in-one marketing hub, and Actable was chosen as a key implementation partner.

Solution

- The Actable team worked with the new ESP and client stakeholders to perform discovery sessions, business requirement gathering, and functional requirement gathering.
- Actable team worked with 10+ stakeholders to solution 90+ use cases for multiple brands.
- Actable BSA's wrote the detailed 30+ pages of Business Requirement and Functional Requirement along with 25+ pages of the User Acceptance Testing document for each brand.
- Actable delivered IP Warming, Solutioning and Testing to migrate the ESP from more than 20 different platforms into 1 platform for 6 brands across regions such as North America, Europe and Asia Pacific and in 6+ different languages.
- Actable configured custom Reporting such as Business KPIs, Customer KPIs, Customer Demographic, Customer Distribution, Customer Distribution Comparison, Top Purchases to help clients better understand campaign performance.

Results:

- The click to open rate for 6 months after migrating to the new ESP is 12.37% whereas the click to open rate for the Fiscal Year 2022 for the same brand was 12.14 %
- Approximately 15.8M users received various marketing campaign with the delivery rate at 99%+, which generated the revenue of \$8.1M in past 6 months for 1 brand.

