



Powerful and Convenient
eMail Marketing Tools for your Enterprise



Case Study – ProClarity Corporation Utilizes Dynamic Publishing to Promote Global Conference Series

ProClarity Corp., a subsidiary of Microsoft, is a provider of business intelligence (BI) software. Proclarity needed to promote a global conference series across multiple geographies and attendee profiles. To maximize conference attendance and exposure for its product, emails needed to be relevant to recipient's geographical location and relationship type. Prior to using the BridgeMail System, sending geographically and relationship-specific emails took two days to complete. BridgeMail System provided Proclarity with the necessary dynamic messaging technology to complete campaign processes from start to finish in less than an hour.

✦ Email Marketing Campaign Objectives

- Drive attendance for a critical multi-national conference series
- Promote ProClarity's (BI) roadmap to Partners, OEMs, Customers, and Prospects
- Communicate site-specific details to recipients within specific countries
- Communicate the conference's key value proposition to individuals based on relationship type
- Execute campaigns quickly under extreme deadline

✦ Challenges

List and campaign management tools had been too clumsy to efficiently send targeted messages based on geographical location and relationship type. Proclarity's marketing staff had to waste days of work to get messages on target because message irrelevance yielded poor attendance, lower conference revenue, and lost business opportunities.

✦ The Solution

ProClarity Corp. had a few key requirements for this email campaign - the email needed to be personalized with geo-specific conference site information and attendance value proposition. Dynamic Content Items were used to assemble site location and value proposition. Site information was merged into emails based on the recipient's country, and attendance benefits were merged in based on relationship type.

✦ Results

- 35% Increase in conference attendance compared to previous year
- 90% decrease in time spent to prepare lists and campaigns