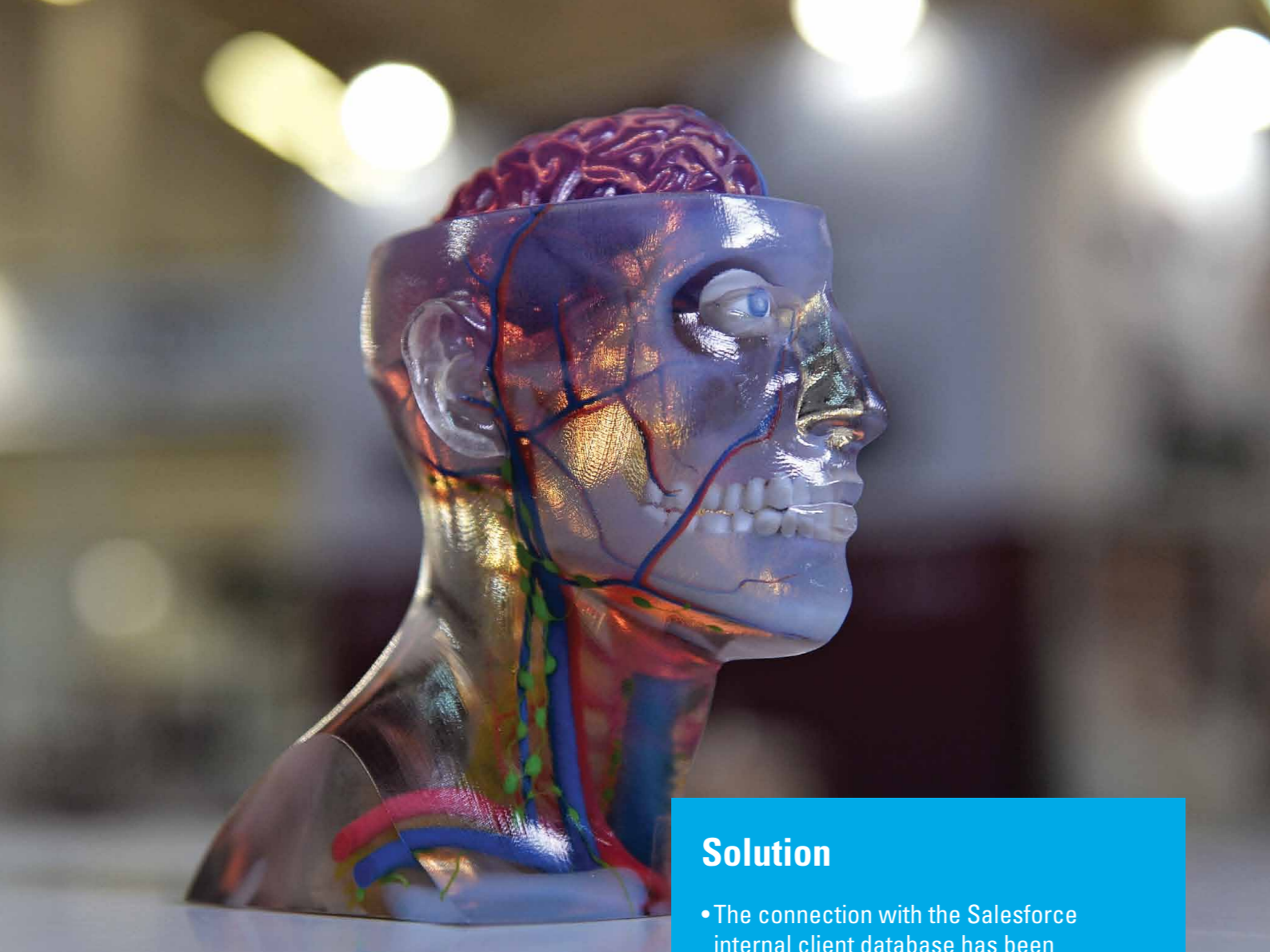# E-mailing

in MCAE Systems, s. r. o.

About the Company

MCAE

For more than 20 years, MCAE systems (Mechanical Computer Aided Engineering) has been helping customers to discover the world of 3D technologies and the endless possibilities they offer. Facilitating the reinvention of designing, product development, and manufacturing processes, the company is constantly pushing the limits of established industrial procedures. They are a valuable partner for everyone who needs to develop, design, create, measure, test, and manufacture. Their 3D technologies enable the clients to do things differently, innovatively, efficiently, and cost-effectively.

Sprinx Consulting

MCAE

Solution

- The connection with the Salesforce internal client database has been established and the clients thus receive tailored content which may potentially interest them, including personalised greetings that increase the trustworthiness of the sender

- A universal email template has been created, respecting the corporate visual identity of MCAE. The template is easily adjustable for a specific brand or campaign in a simple Drag&Drop editor.

- The results of the individual campaigns are easy to evaluate, facilitating even batter targeting for specific clients based on the evaluation.

- The product is constantly being expanded, and the clients thus always have the latest version at their disposal.

The marketing tools used by MCAE Systems include mass emailing. However, the emailing application they had used in the past did not quite meet their needs.

They needed a solution that would help them create email campaigns more easily and quickly, thus contributing to an increase in marketing efficiency.

Objectives

- To connect the new solution with the internal Salesforce system in order to use the information about clients in the email campaigns.

- To be able to create the email campaigns more easily and quickly.

- To be able to send attachments.

- To be able to collect information regarding the success rate of the campaigns.

60%
less time needed to prepare the campaign

30%
view rate
industry average – 20%

99,9%
stable deliverability rate

6%
click rate
industry average – 2%

70%
conversion increase

100%
increase of the email campaign volume in the first half-year

10 000
more than 10,000 emails sent within several minutes every month

55%
cost reduction compared to the original solution

Results

MCAE Systems can now utilise mass emailing, using their own contacts listed in the internal Salesforce system. The results of the individual campaigns may be monitored and subsequently used to create personalised emails. The time spent creating the campaigns has been reduced by more than 20 hours per month. The marketing department has obtained a tool that streamlines their work, brings new business opportunities for the company, and ultimately increases profits.

Sprinx Consulting

Sprinx Consulting s. r. o. is a subsidiary of Sprinx Systems, a. s, a Czech technology company. We specialise in consulting services regarding the Salesforce and VEEVA platforms, including their implementation. Other areas of expertise include "front-end" systems or, in other words, web based solutions that are used directly by the common user. They may take the form of websites, portals, web shops, integrated reporting and managerial interfaces (MIS), application hosting or economic system hosting – whatever you need, we are here to advise you and take care of the entire implementation of the selected solution. Last but not least, we offer services associated with "Big Data" as well as tailored software development.

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