theorem

Marketing Cloud

IT trade organization optimizes business outcomes with platform migration

SOLUTION	SERVICE	VERTICAL
Platform Migration and Custom Solutions	Marketing Cloud	IT and Education

THE CLIENT:

An industry leader in computer technology certification

The Computing Technology Industry Association (CompTIA) is a non-profit organization dedicated to advancing IT industry growth through educational programs, networking events, professional certifications, and more. Considered one of the IT industry's top trade associations, CompTIA has awarded more than 2.2 million certifications to professionals in over 120 countries since its founding in 1982.

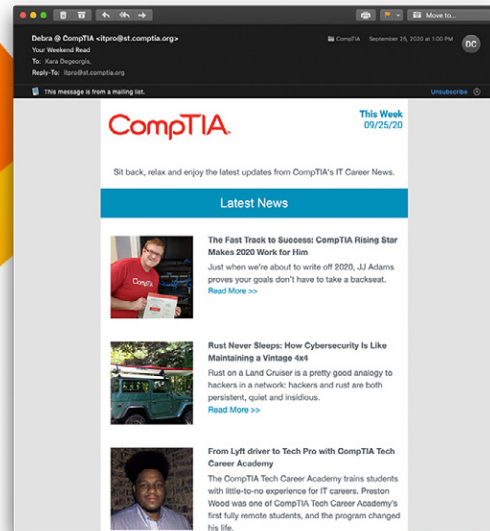**CompTIA.**

THE CHALLENGE:

Migrating onto new email platform while managing complex data requirements

CompTIA needed assistance with the migration from a legacy marketing campaign email provider to a new platform, Sailthru. The migration needed to happen without compromising the existing complex data structures. Due to this complexity, the client first needed expert consultancy services to concept a roadmap and to build the solution. In addition, CompTIA needed help with building APIs and ETL (Extract, Transform, Load) solutions to connect their databases with Sailthru, migrate data from different locations and create data structures that could enable segmentation and use of scaled data sets. They turned to Theorem, a global implementation partner of Sailthru.

Complex technical know-how of platform migration and custom solutions

First, Theorem's Martech Consultants, Solution Architects and Technical teams conducted an extensive audit and assessment of existing databases, data structures, current use cases and future business requirements. This allowed us to craft optimal data solutions inside and outside of Sailthru along with creating the map for the overall data migration for CompTIA. Theorem's team then migrated all first-party data into Sailthru utilizing data automation solutions to maximize on the usability of data. This combination of consultancy and technical expertise enabled a seamless migration and the creation of complex Lifecycle Optimizer automations for the client.

Smarter automation and better use of data improved CompTIA's business outcomes

The data-driven migration allowed CompTIA to effectively utilize all of their first-party data segments to dramatically improve their marketing personalization and effectiveness. By developing marketing automation and smarter journeys, our solution significantly reduced the time and effort needed from CompTIA. During a time of increased demand for their services, this allowed them to focus their resources on growing their core business, not wasting time on legacy manual processes.

"Theorem's marketing cloud consultancy teams helped us migrate smoothly to the Sailthru platform and helped us release the power of our first party data. Their approach to automation significantly improved the efficiency of our CRM and email activity. An improved set-up and their ongoing support means we can focus more time on growing our business."

Jennifer
Vice President, Business Technology and Fulfillment

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