theorem

Publisher reduces costs and saves time migrating to an effective email platform

SOLUTION	SERVICE	VERTICAL
Platform Migration and Configuration	Marketing Cloud	Publishing

THE CLIENT:

Multi-industry publishing conglomerate

As one of the largest privately held business media publishers in the world, Crain Communications delivers news to more than 6 million business leaders around the globe. Based in Detroit, the company's portfolio includes 21 leading business, trade and consumer brands, including *Ad Age*, *Automotive News Europe*, *Crain's New York Business*, *GenomeWeb* and *Modern Healthcare*.

THE CHALLENGE:

Complex migration of data and processes to a new email platform across 14 business units

Crain Communications needed help to migrate from Cheetah Digital email provider to a new platform, Sailthru. The email migration required setting up the business units ground up. Due to the complexity, Crain needed Sailthru platform experts to assess the configurations in Cheetah and concept a roadmap to setup the new business units. Crain also needed full re-modeling of the data while retaining the integrity and complexity of the relational database, so they could easily scale in the future across all 14 business units.

A full audit, followed by flexible experts creating a scalable future-proofed configuration

Theorem consultants and architects conducted an extensive audit and assessment of the account setup, data structures, triggers, transactional, marketing programs, API connections, individual brand requirements and new use cases. This allowed us to craft a library of reusable code blocks powered by Zephyr and a data model that would integrate seamlessly with the object-based data structure in Sailthru. We then piloted a POC with the corporate and brand marketers on data structure and campaign architecture to ensure conformance and success before migrating.

The standard and 'plug and play' solution significantly reduced client cost and wasted time

A clean data structure and simple block-based library setup that integrates seamlessly with triggers, transactional, marketing automation (LOs) and first-party communications allowed Crain to approach all 14 business units with a standardized setup. It also enabled the marketers and the corporate team to easily update and switch content on existing programs, significantly reducing future time, effort and money.

Digital challenge?
We have your solution.

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