

Client

Clinical advocacy that provides industry-leading solutions for helping individuals and families navigate the ever-complex healthcare system.

Solution

Salesforce, Marketing Cloud: Email Templates, Journey Builder, Triggered Sends

Industry

Healthcare

Challenge

Our client required the support of the Marketing Cloud instance, its configuration, and design connected to Salesforce org, thereby providing enhancement and maintenance of Salesforce Marketing Cloud.

Solutions

EMAIL TEMPLATES were designed to customize and personalize emails for subscribers, and email designs within ExactTarget using AMPscript.

JOURNEY BUILDER was delivered to nurture email campaigns - send targeted emails to prospects and engage with them improving communications.

Configuration and maintenance of TRIGGERED send to send triggered emails – messages that Marketing Cloud sends to an individual subscriber in response to a subscriber action.

Results

- **Time & costs savings by automating marketing workflow**

The team accelerated marketing department work and optimized the company's budget.

- **Boosted email marketing strategy**

The client got optimized email templates to improve email nurture campaigns' efficiency.

"Their ability to communicate is admirable.

Thanks to Routine Automation's work, the client's ROI is great — they've saved the team more than \$112,000 this year. Their excellent communication and adaptability to the client's processes have been key to the project's success. The client also praises their knowledgeable and skilled salesforce engineers."



Ivan Gammel
CTO

| **DR SMILE**