

# Maximizing Marketing

## Video Game Publisher



### Challenge

A prominent video game publisher wanted to develop a dynamic and personalized email program. The client's goal was to deliver a high volume of content across multiple audiences within a five-day timeline.

- The client was unable to develop sophisticated email campaigns for a wide array of products and services without increasing the schedule.
- The company's internal resources had limited time to support the effort and wanted to minimize manual production work in Salesforce.

The client also lacked the capability to extend metrics beyond basic reporting at the campaign level.



### Solution

TEKsystems Global Services worked in collaboration with the client to create a dynamic email template using Content Builder in Salesforce Marketing Cloud.

- Migrated from traditional proofing sheets to Content Builder for all segments in the client's campaign.
- Created a new process to develop and manage campaigns to drive the client's efficiency.

The solution enabled the client to take full advantage of key features in Salesforce Marketing Cloud.

### Results

TEKsystems Global Services refined the client's process to execute successful marketing campaigns. With the ability to launch a campaign using Marketing Cloud, the client's internal team:

- Eliminated the costly manual processes.
- Reduced the timeline from 15 business days to 5 days.

The solution delivered immediate results for the client. The company grew its monthly active userbase for one of its top performing games – from 40 million to over 100 million.

Salesforce helped increase  
the client's userbase **by**  
**over 60 million.**