

Advance Marketing

Video Game Publisher

Challenge

A prominent video game publisher wanted to develop a dynamic and personalized email program.

The customer's goal was to deliver a high volume of content across multiple audiences within a five-day timeline, but the marketing team had limited time to support the complex effort.

To ensure success, the company wanted to minimize manual production work in Salesforce and extend metrics beyond basic reporting at the campaign level to gain better insights.

Solution

TEKsystems Global Services partnered with the customer 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 customer's campaign.
- Created a new process to develop and manage campaigns to drive the customer's efficiency.
- Enabled the customer to take full advantage of key features in Salesforce Marketing Cloud.

Results

TEKsystems Global Services refined the customer's process to execute successful marketing campaigns.

With the ability to launch a campaign using Marketing Cloud, the customer'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 customer. The company grew its monthly active userbase for one of its top performing games – from 40 million to over 100 million.

60M+ increase

to the monthly userbase, in part due to the robust Salesforce solution we developed.