



Marketing Science Reimagined

Email Production & Execution

Enterprise clients: eBay, Eventbrite, Bed Bath & Beyond, The Weather Channel

SMB clients: KiwiCrate, 1stdibs, Gwynnie Bee, LovePop, J Hilburn

Use Case

Problem

An enterprise client planned to shutter its entire internal email production operation over a lack of resources.

Solution

Apt sunsetted an aging email creation tool and created a new custom tool that integrated with the Salesforce to MailChimp Connector. Apt operated all daily email production and worked closely with the email marketing team and analytics team.

Results

Apt measurably increased agility with design changes, testing capabilities, production efficiency and decreased company costs.

Core deliverables

Email coding

We build mobile-enabled emails based on designs from your internal team. Content is tested against multiple platforms.

Manage Technology

Maintain systems and processes to ensure delivery of your messaging to the right people. We use your email service from providers such as Mailchimp, Salesforce Marketing Cloud, Responsys and Marketo.

Advanced services

Construct infrastructure/technology and manage policies that meet the need of your business or marketing program, such as automation of evergreen marketing campaigns, including integration to your primary data warehouse.

Engagements

Ongoing core

We embed as part of your extended team, in most cases remotely. On large projects, we can deploy permanent onsite services.

Spike capacity

Medium duration engagement from a temporary spike in resource needs or a defined project that needs assets.

Why Apt?

Our team manages the coding and execution of marketing campaigns through your existing systems or services. Includes mobile first/responsive email coding, landing pages, lifecycle campaigns, Q&A testing, and tracking and reporting. No agency outperforms us.

Contact your **Apt Marketing** sales representative for a free consultation.

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