A Stronger Approach to Channel Performance Growth

Client

For several years, our client – a leading outdoor brand – outsourced management of its email marketing program. But while KPIs like delivery service and data management were solid, other data indicated that creative, content and design work for its myriad campaigns and promotions needed stronger support and tighter business collaboration in order to drive increased engagement and returns for this vital marketing channel.

Approach

Filter's ability to provide outsourced digital marketing support had a strong appeal for our client. Even more critical was our ability to build a solution custom-fit to their needs:

- Led by an experienced Program Manager, Filter built a team of creative, design, content, and production specialists

- Our team performs ongoing analysis of workflow and capacity for this program, with regular, detailed reporting to the client

- Our PM & team periodically revisits and revises the team and deliverable outcomes for continuous process improvements

Though the team works from Filter's Seattle HQ, key processes were built into our solution framework to foster high levels of collaboration and communication with the client stakeholders.

Challenges

For our client, bringing creative work in house was one option, but due to organizational growth, they had neither space nor appetite to add headcount for these kinds of tactical marketing roles.

Finding a quick fix was further complicated by the need to coordinate among many stakeholders across the organization with ties to email marketing strategy.

Impact

Key results from our embedded team include:

- **50% reduction in time/cost per email**, totaling over a half-million dollars in program reinvestments in 2018.

- Filter has consistently over-delivered on its forecasted productivity by **over 20%.**

- Filter is driving more program value for the client, with new, more strategic and complex areas of campaign creative services now added to the team's scope of work.

- Less rework, more timely delivery, improved imagery & messaging, increased relevancy and stronger customer relationships are other benefits highlighted by the client.