



Case Study

Saving time with the MessageFocus API

Client:

Intent Media

Industry:

Publishing

Objective:

To automate as many email marketing processes as possible to cope with an increased workload

Following a business acquisition, Intent Media found that their workload had increased considerably as a result of the number of titles added to their portfolio. They needed to accommodate the needs of the new magazines without increasing the human resources already in place.

"Since switching to the Adestra API, send failures have been eliminated and send speeds have improved significantly. We're looking forward to utilising more of the functionality offered by the API as we develop our email strategy further."

Stuart O'Brien, Intent Media's Group Online Content Manager

**The Result:**

Fully automated email campaign creation process

No increase in resource required

The Challenge

How do you send more email campaigns without draining your resources, or dramatically changing existing marketing procedures? Intent Media faced this particular challenge following a business acquisition, but today's competitive market has meant all companies need to find a way to do more with less.

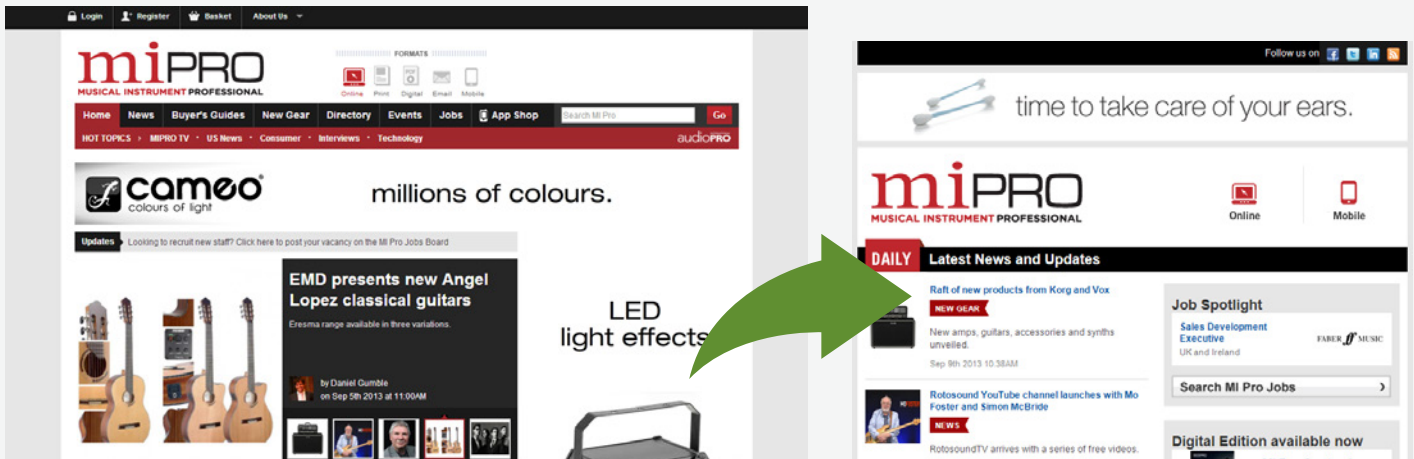
The Solution

To overcome the challenges they faced, Intent Media decided to take advantage of content automation to ease the strain on internal resources. This would leave more time for the team to focus on strategic, rather than operational decisions.

Intent Media integrated their website with the MessageFocus API in two different ways. First, they used the Data Management features to automatically transfer data between their CRM system and MessageFocus. Second, they employed the Campaign Management features of the API to automate content for, and launch their email campaigns.



The Campaign Process



The Result

Using a bespoke XML feed meant that they didn't need to duplicate any content between their digital communication channels. Instead the information is transferred from their website straight into their email campaigns, saving the team considerable time.

The flexibility of the MessageFocus API enabled Intent Media to outsource their campaign management to a dedicated marketing agency. Further efficiencies were realised here, as the agency were able to work with Adestra's Project Managers during the API's implementation stage, without the need for Intent Media to provide any additional IT resources.

About Adestra

We have been empowering our clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure, obsession with customer success, and award-winning service have gained the trust of global and growing brands alike.

We were founded on the principle that marketing success takes more than technology, and that's why customer service is at the heart of our business. We're not just Software as a Service, we're Software AND a Service.

Would you benefit from a more efficient use of resources?

Get in touch today to find out what automation could do for your business.

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