

DATAMARK

SERVE • SOLVE • IMPROVE



NET-RESULTS
marketing automation



CASE STUDY



DATAMARK CASE STUDY

DATAMARK, Inc., a BPO (Business Process Outsourcing) and Contact Center Services Provider based in El Paso, TX, find the marketing automation solution of their dreams in Net-Results Marketing Automation!

AT A GLANCE

CHALLENGES FACED BY DATAMARK BEFORE IMPLEMENTING NET-RESULTS

- Needed a user-friendly, intuitive MA solution
- Wanted to implement personalized marketing campaigns
- Needed a MA platform that contributed to their ABM efforts
- Desired a cost-effective solution

HOW NET-RESULTS HELPED THEM OVERCOME THESE CHALLENGES

- Provided them with an easy-to-use MA solution
- Provided a MA platform that helps them personalize their marketing efforts like never before
- Offered a smooth implementation process and a cost-effective MA solution



"Net-Results was very welcoming. Their support team is friendly and not intimidating. They offered a much more comfortable experience compared to other marketing automation solutions."

BRISEIDA RIVERA

Marketing Specialist

OBJECTIVES

DATAMARK was looking for a marketing automation solution that would help them provide personalized and targeted messages to their prospects. They were looking for a solution that aided in their ABM efforts so they could see what problems their prospects and current customers were facing and provide a solution tailored towards them. They also wanted a MA platform that was easy-to-use, free of "bugs," and affordable.

OUTCOME

By implementing Net-Results Marketing Automation, DATAMARK was able to communicate with their clients and prospects like never before and enhance their ABM efforts.

Net-Results' user-friendly interface allows them to personalize their marketing and sales efforts in order to win more deals and offer pin-pointed, timely solutions to prospects. As a result, sales are booming and DATAMARK feels confident in their ability to send the right message, to the right person, at the right time.

BENEFITS

Improved personalization and targeted messaging

Net-Results helped DATAMARK better understand the needs and timing of prospects throughout their customer journey. As a result, DATAMARK was able to enhance their personalized email marketing efforts and send targeted & informative messages to each prospect to help seal the deal.

Integration with Salesforce allowed for smooth communication between Sales & Marketing

Net-Results' integration with SF improved communication, marketing, and sales efforts between these two essential teams.

Streamlined work efforts & time saved

Net-Results' intuitive, easy-to-use interface helped the DATAMARK team save time, energy, and money.



"Our previous marketing automation tool was causing us a lot of trouble. It would glitch a lot, email campaigns wouldn't save, forms would disappear — it just caused a lot of frustration."

DATAMARK's Background and Main Objective

**Find yourself
commiserating
with DATAMARK?**

**Schedule a call
today with our
team!**

SCHEDULE A DEMO

DATAMARK, Inc. was founded in 1989. As one of the first Business Process Outsourcing providers, the company started off with a small team who manually processed manifest, waybills, and courier reports for a Fortune 100 overnight transportation carrier. Today, they are the leading provider of omnichannel, multilingual Contact Center and BPO solutions. They serve clients all around the world and do an incredible job!

But, they realized they needed to enhance their personalized marketing efforts and, at the time, their email marketing solution simply wasn't cutting. Worse yet, their EMS was buggy and ate up precious time for their team. They needed an all-in-one marketing automation solution that was intuitive, easy-to-use, and affordable. They also needed a solution that would integrate with Salesforce, their CRM, seamlessly and aid their sales team in their ongoing efforts. After shopping around, they quickly realized Net-Results Marketing Automation checked every box (and then some)...



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What made DATAMARK choose Net-Results?

The Vice President of Sales & Marketing, Randy Arellano, had worked with Net-Results at their previous company, so when the DATAMARK team realized they needed a change, Net-Results was one of the first platforms they researched. They quickly realized this solution met all of their needs. They loved Net-Results' email builder and enjoyed the platform's ease of use. Everything was 'straight to the point' and intuitive.

But what completely sold them on Net-Results Marketing Automation?

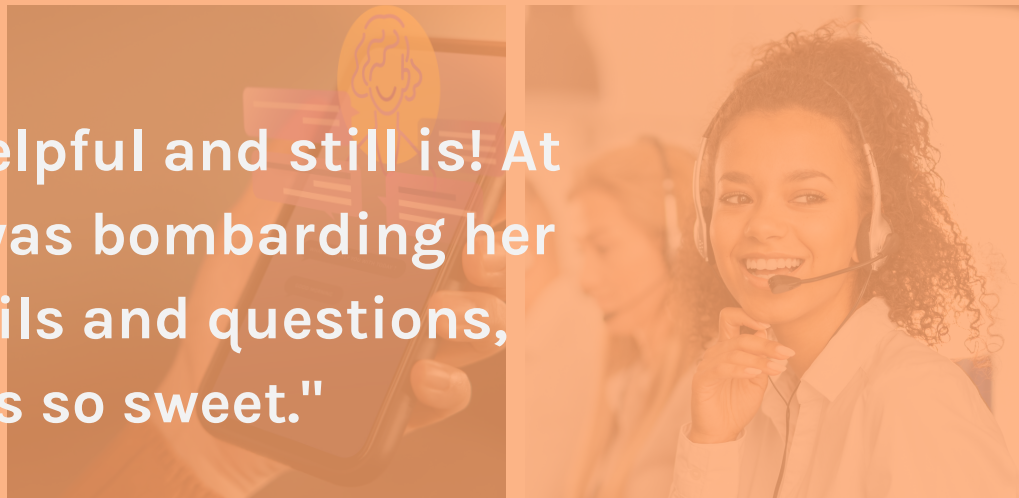
The Net-Results Sales Team's approach and their interactions with Customer Success.

"Net-Results was very welcoming," says Briseida Rivera, the Marketing Specialist at DATAMARK. "Their support team is friendly and not intimidating. They offered a much more comfortable experience compared to other marketing automation solutions."

DATAMARK also spoke highly of Net-Results' non-pushy Sales team — never, at any point in the buying process, were they made to feel rushed or pushed to make a decision.

Coupled with Net-Results' ability to integrate with Salesforce and improve their ABM tactics — they were sold!

"Victoria was so helpful and still is! At times I thought I was bombarding her with all these emails and questions, but she was always so sweet."



How was the implementation process for DATAMARK?

Nearly as smooth as the buying process, DATAMARK was thrilled to experience a painless implementation process with Net-Results.

"We made the switch over almost instantly and we sent out our first email campaign maybe a week or two later."

Briseida also had kind words to share about the CS employee who helped make implementation a breeze!

"Victoria was so helpful and still is! At times I thought I was bombarding her with all these emails and questions, but she was always so sweet. She would just guide me on to the next step and it was, overall, very nice."

How does DATAMARK feel about Net-Results' Customer Success team?

When Briseida was asked about what surprised her most about Net-Results Marketing Automation, she was quick to mention how incredible the CS team is compared to their prior marketing automation solution.

"Everyone is so available! I almost always get a response right away acknowledging my concern and stating they will be back with answer as soon as possible."



"We have been able to save money and have seen an increase in interested clients and prospects."



How has Net-Results helped DATAMARK since implementation?

DATAMARK has been crushing their sales and marketing goals since implementing Net-Results Marketing Automation. Why? Because with the Salesforce integration, their sales team has been able to sell their impeccable solutions like never before.

"We have been able to have our Sales team really focus on putting their attention to the clients and prospects that needs solutions now."

What else has helped them accomplish this?

"Lead scoring has been the best way for us to notice the timing of a prospect."

Has Net-Results helped DATAMARK save money and increase productivity?

"Yes! We have been able to save money and have seen an increase in interested clients and prospects."

One of the largest pain-points DATAMARK had experienced with their previous MA provider was the fact that they were overpaying for a lackluster, "buggy" solution that infringed on their team's productivity.

"With Net-Results, we have more breathability budget-wise" and thanks to their Sales team's newfound ability to focus on hotter leads, the sky's the limit over at DATAMARK. Productivity is off the charts, they're saving money, and seeing an increase qualified, 'hot' prospects. What more can you ask for?

Thank you, Datamark!

If you're inspired by their experience with our robust, game-changing marketing automation solution, please don't hesitate to reach out to our team and schedule a [Discovery Call](#) or [Demo](#)!