

FranklinCovey Products Case Study

Global retailer improves relevancy, efficiency and scalability of email campaigns



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Jennifer Land
Director of E-commerce
FranklinCovey Products



FranklinCovey Products

Salt Lake City, UT
www.franklinplanner.com

Industry

Retail

Locations

70 retail stores, 15,000 third-party outlets worldwide

Return on Investment

- > Cut production time by 85% (1 week to 1 day)
- > Eliminated dependency on IT for segmentation

Key Benefits

- > Real-time visibility into campaign performance
- > Streamline delivery of highly relevant campaigns
- > Reduced send times by 66%
- > Performance to handle simultaneous campaigns
- > Email deliverability services and expertise
- > Scalability to accommodate business growth

Products & Services

- > StrongMail® Message Studio
- > StrongDelivery Services
- > StrongDelivery Tools

Integrated Business Assets

Oracle

FranklinCovey Products is home to some of the world's most popular productivity tools, including the Franklin Day Planner and the top selling business book, *The 7 Habits of Highly Effective People*. The company's products are sold in 147 countries through its website, catalogs, 70 retail stores and more than 15,000 third-party outlets, including office superstores and other large retail chains, making FranklinCovey Products the global leader in organizational, effectiveness, planning and productivity tools.

With millions of customers worldwide, FranklinCovey Products relies on email as a primary channel for acquiring, retaining and building customer relationships. Originally, FranklinCovey Products relied on an internal CRM system to manage its email marketing programs, but, as the company grew, the system was unable to keep pace with the increasing volume and sophistication of its email programs.

"We quickly outgrew our CRM solution from a capacity perspective and from what we needed to do – send targeted emails based on customer data," said Jennifer Land, director of e-commerce at FranklinCovey Products. "Not only was it difficult to send segmented emails, our CRM system would choke whenever we sent out a large volume."

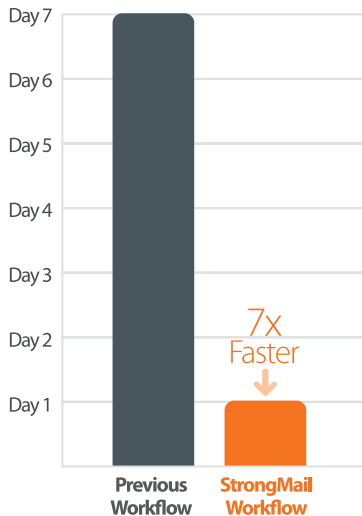
In addition to increasing the relevancy of its campaigns through segmentation, FranklinCovey Products wanted to improve its deliverability, but they had limited tools, visibility and internal expertise to address it properly. As a result, FranklinCovey Products decided to outsource its email marketing to an email service provider (ESP).

After an extensive review of outsourced solutions, FranklinCovey Products selected a top-tier email service provider. The relationship was plagued from the start with deliverability and customer service challenges. Because the ESP failed to ramp up its IP addresses, FranklinCovey Products soon found that it was being blocked by MSN and Yahoo! Their experience with the ESP's customer service department was no better, which led FranklinCovey to end the relationship prematurely.

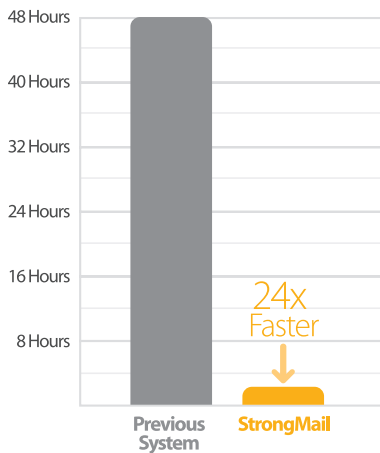
Why StrongMail?

Based on its ESP experience, FranklinCovey Products began researching other options. The company knew it needed a high-performance solution to accommodate high volumes and simultaneous sends, advanced functionality for sending dynamic, highly relevant messages, and proactive deliverability services to help get them to the inbox. Given these demanding requirements, FranklinCovey Products quickly zeroed in on StrongMail's on-premise email marketing solutions.

Email Production Time



Email Delivery Time



By bringing its email in-house on StrongMail’s commercial-grade email platform, FranklinCovey Products gained the performance and reliability it needed, while also eliminating the CPM fees charged by email service providers. Offering the best of both worlds, StrongMail’s unique approach gives FranklinCovey Products the superior control, integration and data security of an in-house solution along with world-class support and deliverability services traditionally associated with ESPs.

“By combining a powerful and user-friendly email marketing system with extensive deliverability services, StrongMail gives FranklinCovey Products an all-in-one solution that enables us to overcome the challenges we have experienced with previous internal and outsourced systems,” said Land.

Streamlining Processes and Expediting Delivery

StrongMail’s advanced functionality and ease of use is also enabling FranklinCovey Products to dramatically streamline the process for getting its emails ready for deployment. Previously, programming its emails was a complicated process that involved a considerable amount of time and effort.

“StrongMail’s Message Studio application is very easy to use and logical,” Land explained. “With our prior system, it would take us anywhere from four days to a week to get an email ready to go out, and now, with StrongMail, we can do it in two hours. StrongMail has freed up time we didn’t have before, so we can now focus more time on strategy and developing more effective campaigns to drive revenue.”

StrongMail has also expedited the actual delivery of FranklinCovey Products’ email. It used to take FranklinCovey Products two to three days to deliver a mailing with its CRM system, and now, with StrongMail, that same mailing can be delivered in a couple of hours. By reducing the amount of time it takes to get its email delivered, FranklinCovey Products is now able to schedule send times in line with its customers’ purchasing behaviours.

“Our old tools couldn’t handle multiple campaigns, which forced us to periodically delay mailings,” said Land. “With StrongMail, we don’t have to worry about scheduling around an existing send, which eliminates delays and enables us to get our mail out a lot faster.”

StrongMail’s technology was designed from the ground-up to address today’s deliverability challenges, which gives FranklinCovey Products the tools it needs to maximize deliverability – including domain throttling, automated smart bounce processing and real-time visibility to address any issues in real time.

Unprecedented Visibility

When using its CRM system to deliver email, FranklinCovey Products had limited visibility into delivery and performance metrics. This severely hampered FranklinCovey Products’ ability to track and assess the success of its various email marketing programs.

“The visibility with our previous tool was slim to none, as it only offered very limited data at a high level,” said Land. “We were unable to get firm deliverability information beyond whether we were getting blocked or throttled.”

StrongMail provides real-time visibility into campaign performance, which allows FranklinCovey Products to identify and respond to delivery problems immediately. StrongMail’s Smart Bounce Management technology gives FranklinCovey Products the ability to drill down on the exact cause of bounced messages while offering recommendations for addressing the root cause of the failure.

By giving easy access to campaign key performance indicators like opens and clicks, StrongMail enables FranklinCovey Products to track results and optimize campaigns accordingly.

Advantages of Dynamic Content

FranklinCovey Products offers a wide range of products to a diverse customer base, which makes segmentation a critical component of its email marketing programs. Its previous system allowed them to do limited segmentation, but they knew they needed to send more customized email to increase the relevancy of its messages to drive conversions and reduce complaints. StrongMail's dynamic content engine enables them to use one template that is automatically customized with relevant information for recipients based on their specific profile.

"Each week, we send an email based on customer preferences and past buying behaviour, but that process used to be very resource intensive, as we had to create a different template for each email that we sent," said Eric Bright, vice president of e-commerce at FranklinCovey Products. "Thanks to StrongMail, we now have one template that can plug and play different content in a single send."

The ability to automate the segmentation of its emails is a huge benefit for FranklinCovey Products, as it enables them to send more targeted emails with significantly less effort.

"StrongMail has streamlined our processes dramatically. For example, list segmentation used to take a week and a full-time database employee to complete, but now, with StrongMail, list management can be done by business owners in less than an hour," said Land.

Ensuring Maximum Deliverability

Another key benefit of choosing StrongMail comes from its wide range of deliverability, strategic and technical services. Given the ever changing deliverability landscape, FranklinCovey Products wanted access to industry experts that would enable them to overcome delivery problems and optimize its programs for maximum impact.

"StrongMail has the expertise in key aspects of deliverability that we just didn't have – like managing ISP relations and complying with CAN-SPAM," said Bright. "The feedback and advice we have received from StrongMail's deliverability team has been great, and a big change from our prior ESP relationship. It became evident that they knew what they were doing from the beginning, as they laid out their plan for ramping up our new IP addresses in a way that would build our sender reputation and maximize deliverability."

FranklinCovey Products also took advantage of StrongMail's StrongStart implementation services, which provided the installation, configuration and education support they needed to get up and running quickly.

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About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit www.strongmail.com.

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StrongMail's Products and Services

Email Marketing Solutions

StrongMail's email marketing solutions empower marketers to drive the highest value from their email marketing programs. Our wide range of solutions combine StrongMail's industry-leading platform with the strategic and deliverability expertise to drive conversions, increase brand awareness and improve customer satisfaction.

Social Media Solutions

StrongMail's social media solutions were developed with a direct marketer's perspective in mind. Our products enable marketers to launch direct-response campaigns into social media and reach and identify key brand influencers across blogs, Twitter, Facebook and other social networks. Every social media product enables you to analyze and track campaign performance all the way through to the conversion so you can truly understand the business impact of your social media efforts.

Customer Acquisition Solutions

StrongMail's customer acquisition solutions enable marketers to leverage the combined power of email, social media and expert strategy to expand their reach to new audiences. StrongMail's next-generation referral marketing platform enables you to identify key influencers, motivate them to share your brand with their networks and create powerful influencer segments for future remarketing efforts.

Transactional Email Solutions

StrongMail's transactional email solutions enable marketers to take control of the branding, content and promotional elements of event-triggered email, such as order confirmations and shipping notices. A straight-forward integration with existing data sources and applications allows StrongMail to efficiently assemble and immediately deliver fully branded and personalized messages that properly reflect customer preferences, purchase history and previous interactions with your brand.

Email Strategy and Optimization

StrongMail complements its email marketing and social media solutions with a wide range of strategic services to provide the best practices, guidance and hands-on services that will enable you to optimize your online marketing programs for greater returns. Whether you're looking to acquire new customers, increase customer loyalty or improve campaign performance, StrongMail has the expertise to drive the highest ROI from your program investment.

High-Performance Email Technology

StrongMail overcomes the challenges of high-volume email delivery with a highly scalable, reliable and manageable system that can easily replace and consolidate underperforming commercial or open source MTAs. Free up IT resources with a proven platform that was specifically designed to overcome the challenges of today's ever-changing sending environment.

