

CLIENT SUCCESS DIMENSION DATA



DimensionData Increased Quality and Volume of Email Campaigns with **Marrina Decisions Marketo Quick Launch and Managed Services**

The Dimension Data marketing team started with Marketo on-boarding then outsourced all the campaign execution to Marrina Decisions. As a team, Dimension Data plus 4 Marrina Decisions Marketo campaign experts and an Account Manager worked diligently to ensure Dimension Data email marketing campaigns were executed with efficiency and accuracy.

“Marrina Decisions approach was buttoned up during Marketo Quick Launch Program and their team expertise tackled Dimension Data's complex campaign needs”

Being a large company with global outreach, Dimension Data sends 30 to 50 campaign requests each month as well as elaborate nurture emails throughout the year.



DAVID SAWATZKE

(Director of Marketing Programs at Dimension Data)



ABOUT DIMENSION DATA

In the Middle East and Africa, Dimension Data is a \$1.3 billion African-born systems integrator and managed services provider that designs, manages and optimizes today's evolving technology environments to enable our clients to leverage data in a digital age. Founded in 1983, and headquartered in Johannesburg, we are a proud member of the NTT Group – one of the world's leading information communication technology (ICT) companies – comprising a group of global technology companies.

“Marrina Decisions is an extension of our Marketing Team. They helped us set up a nurture program that is one of the best in the industry and also helped us to deliver marketing qualified leads”

For the product launch campaigns, the Marrina Decisions team was responsible for:



Building three to six emails for each region of America



Creating multiple forms, confirmation emails, and programs



Creating new templates to leverage other geographical regions



Developing complicated list segmentation

Marrina Decisions works directly with the Dimension Data marketing team to make sure all the pieces of the campaign come together. The streamlined campaign execution process begins with a campaign ticketing system, which Dimension Data team uses for asset requests for upcoming email campaigns.

1

Leveraging an extensive library of pre-approved templates developed exclusively for Dimension Data, the Marrina Decisions team flows in content and provides recommendations on look and feel, personalization, and effectiveness.

2

Following email development, the Marrina Decisions Quality Assurance Specialist reviews all the email assets to make sure they meet the requirements and contain the correct links. The team ensures front-end and back-end processes are working properly and the emails are aligned with Dimension Data's branding guidelines.

3

When the emails are ready to send, Marrina Decisions List Managers work with the Dimension Data team to segment the distribution list, throttle the number of sends, refine segmentation, test subject lines, manage the marketing calendar.

4

After the send, Marrina Decisions provides a detailed performance report, so the Dimension Data team can monitor registrations, click-throughs, and other campaign KPIs. The Marrina Decisions team also analyzes the metrics to inform Dimension Data on whether or not the campaign was a success and offers optimizations to improve the next send.



Streamlined Processes Eliminate Worry, Enable More Volume

Working with Marrina Decisions to streamline campaign execution has provided so many benefits for Dimension Data. With Marrina Decisions becoming an extension of our team, Dimension Data was able to increase campaign volume. We were also able to increase growth with the customized training Marrina Decisions provided as new hires joined the team.

ABOUT MARRINA DECISIONS

Marrina Decisions works to derive meaningful value from marketing technology and automation for your business. With relentless focus on using technology to connect revenue to pipeline, Marrina Decisions fuses marketing strategies, processes, data, marketing operations, campaign execution and applications to make marketing technology solutions work for your business.

LEARN MORE ABOUT MARRINA DECISIONS

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