

Providing effective solutions to your consumer data problems

Cohort Global is Australia's leading online lead generation company. With their clients' continued success, Cohort has enjoyed rapid expansion and recently opened a UK office in London. Using proprietary technology, combined with good old fashioned service, Cohort has been at the forefront of digital marketing and targets to be the benchmark for lead generation, and consent marketing.

The Challenge

Cohort wanted to partner with an outsourcing company to streamline and give full support to their email broadcast process. Doing so would give them leverage in terms of focused resources on their core strengths. The hurdles were:

- Migration of the whole email broadcast campaign process and procedures to an offshore partner without disruption to current operations.
- Transition period of three weeks with confirmed operational support stability.

Our Solution

After several planning sessions in Sydney and Manila, with the Australian broadcast team, solutions below were proposed:

- Creation and collaboration with a transition team dedicated to support all areas of current campaigns.
- Creation of a Manila team to manage, support, administer and evaluate the loading and management of campaigns to their online email platform.
- Remote email campaign administration with provision for responsive design and html and front end html creative work.

The Result

- Increased campaign accuracy to 99.5% (errors reduced to just 0.50%). Employed operational solutions to prevent issues from reoccurring.
- 100% on-time daily delivery of campaigns with corresponding reports and resulting audit trail for accountability.
- Personnel at Cohort freed-up to work on other revenue producing tasks.
- Support Services became an integral part of delivering new and innovative campaigns.