

E-mail Marketing Expertise Offered to a New York-based Global Fund Manager

24/7

Ad-hoc Projects & Audits Done

24hr

Response Rates Tackled

80%Global Email Production
Acquired**100+**

Monthly Builds Created

CLIENT CHALLENGES

- Delayed capability in designing and distributing the [email marketing](#) campaigns promptly within a given time frame.
- Over exertion and drawn-out production of email assets for review and distribution.
- Absence of specialized expertise in configuring email-related oversights and problems encountered.
- Lack of competent support on email marketing within the prevalent Email Marketing team

OUR APPROACH

- Convening an expert team of email marketing specialists to tackle the time constraint on mass delivery of emails and campaigns.
- Regular review of insights and performance on campaigns built provided to clients on room for growth and improvement.
- Carrying regular audits on internal content and all volatile ad-hoc tasks as requests arrive.
- Bearing full accountability for the production and distribution of email campaigns.
- Streamlined ways and methods to smoothen the deliverability process with the sustenance of error logs to pinpoint areas centered around common issues in rendering, optimization, and deliverability.

IMPACT DELIVERED

- Ensured professional delivery of email campaigns by taking over 80% of the client's Global email marketing team's capacity while generating revenue and leads efficiently.
- Standards of accountability ensured that the delegated tasks were accomplished at the agreed upon timelines and constraints.

- Solved email related errors substantially and thoroughly through the maintenance of error logs that identified recurring problems leading to better productivity.
- Fast response rates led to a satisfactory foundation solidifying engagement rate in both emails and client relationships impactfully

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 650 financial institutions and consulting companies through a team of over 6,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.