

35 → 1

QuickPivot streamlined a welcome campaign from 35 separate programs into a single, simplified program.

280 → 8

Originally comprised of 280 emails, this campaign now uses just 8 emails with dynamic content.

SIMPLIFY FOR SUCCESS

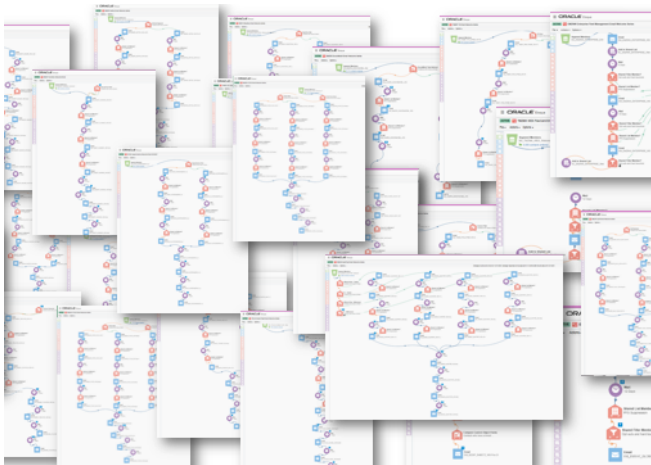
Our client came to us with a successful email Welcome Program, but behind the scenes it was mayhem. They were using dozens of campaigns and nearly 300 emails to run a single program.

Risk of human error was high, and willingness to make improvements and edits to this complex program was low.

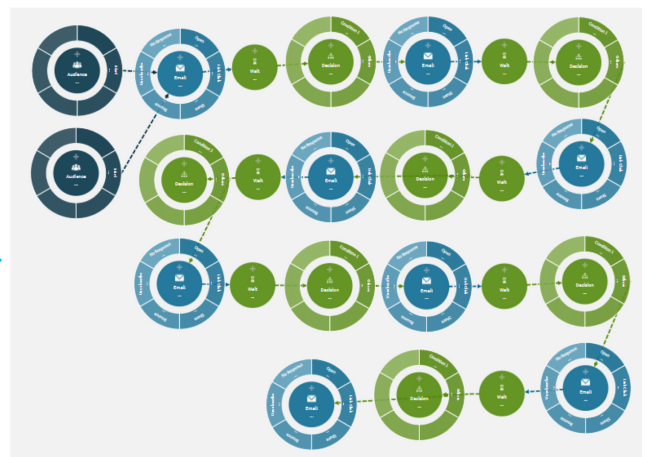
THE RESULTS

- 35 Eloqua campaign canvas programs became one in QuickPivot's campaign planning module (Palette)
- 280 Eloqua emails became eight emails in QuickPivot using dynamic content
- 35 scheduled queries for audience creation in Eloqua became one scheduled model in QuickPivot

BEFORE



AFTER



TIME SAVINGS

THE QUICKPIVOT IMPACT

FINANCIAL SERVICES

INDUSTRY

EFFICIENCY BUILDING

THE QUICKPIVOT IMPACT