

PageUp Streamlined Its Email Review & Approval Process 200% Faster with Hoosh's Newly Upgraded Email Template Builder - CommsBuddy

The company

PageUp is a cloud-based HR talent management software provider that enables companies across the globe to manage their entire employee life cycle supported by a single end-to-end system.

Established in 1997, the award-winning SaaS platform unifies recruitment, learning and career development, performance management, and succession planning with Advanced Workforce Analytics running across all modules strategically aligned with talent resources to maximise employee value and business results.

Currently, PageUp serves a global client base across 190 countries - including several Fortune 500 employers in New York, London, Singapore, Hong Kong, Manila, Melbourne and Sydney.

In 2014, PageUp won the Australian Achiever Awards for Australia's Computer Systems, Software and Internet Services and Supplies.

PageUp



PageUp has been a client of Hoosh Marketing since 2016 and in 2017, PageUp upgraded their ETB to CommsBuddy - an enterprise version of Hoosh's Email Template Builder (ETB) into their email campaigns. The following case study documents the activation between PageUp and Hoosh's Email Template Builder - CommsBuddy.

Challenges

PageUp's marketing team sends thousands of emails per week to their subscriber lists and prospect base. PageUp experienced several challenges during their email campaigns because it was taking up too much time to create emails and simultaneously asking for approval from different stakeholders.



Solutions

By implementing Hoosh’s newly upgraded enterprise version of the Email Template Builder - CommsBuddy, PageUp was able to improve email creation, online proofing and approval workflow with streamlined tracking and approval of emails that could reach up to 200% faster when maximised.

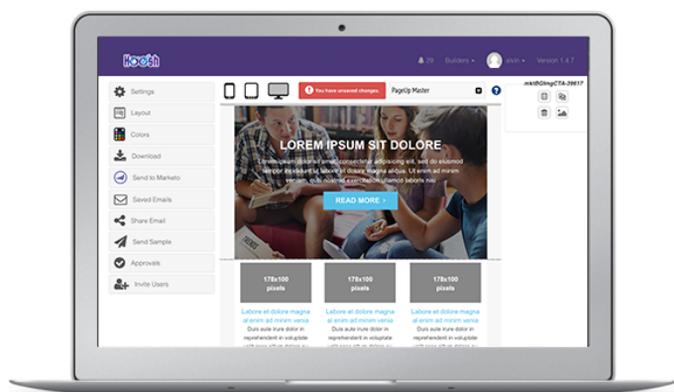
Due to an outdated system that was sending out blank emails with high bounce rates. PageUp’s initial process for email creation consisted of:

- An in-house digital team designed email templates from scratch.
- The content in each email was created and edited by a different person responsible for the specific communication.
- The marketing team conducted multiple tests and revisions before release.
- When emails needed revisions, they were sent as sample emails with comments for rewriting.

This process was taking too much time and delaying email campaigns. PageUp joined forces with Hoosh Marketing to make sure email creation was fast and approval system is in one platform by using Hoosh’s Email Template Builder - CommsBuddy.

Since PageUp implemented Hoosh’s integration tool this past year, email nurture campaigns were launched successfully within their designated time frame.

The CommsBuddy upgrade continues to streamline PageUp’s email campaigns and the future looks bright. In this 2017 fiscal year, CommsBuddy has generated ROI in its first launch by maximising the review and approval process from the creation of the first email template, revisions, approvals until the last stage of email campaign execution.

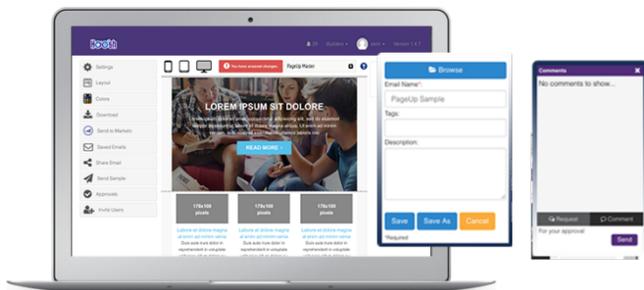


Created Attractive & Informative Email Campaigns That Save Time

CommsBuddy set up PageUp’s internal and external emails through its helpful feature, a drag-and-drop interface, which builds entire email templates from start to finish within minutes, and save time and money. With the additional CommsBuddy functionalities, PageUp immediately applied each functionality to their email campaigns:

Online Proofing & Approval Workflow

- **Review, Proofing & Editing** – Every section of an email got tracked and delivered on time. The main advantage of CommsBuddy is that each person in every department was included in the review and approval process. Making email creation convenient for easy collaboration.
- **Approvals** – CommsBuddy allowed anyone to invite collaborators such as internal or external employees from PageUp to approve their work. CommsBuddy is user-friendly and allowed the review and approval process easy and uncomplicated for non-technical approvers, too!



Collaboration & Audit

- **Collaborate & Track Progress** – During PageUp’s upgrade to CommsBuddy, employees could view and compare past revisions of emails. They could see who offered feedback and can respond with comments. Because there were different employees revising emails from different departments or different employees, they were able to create new versions and request for final approval.

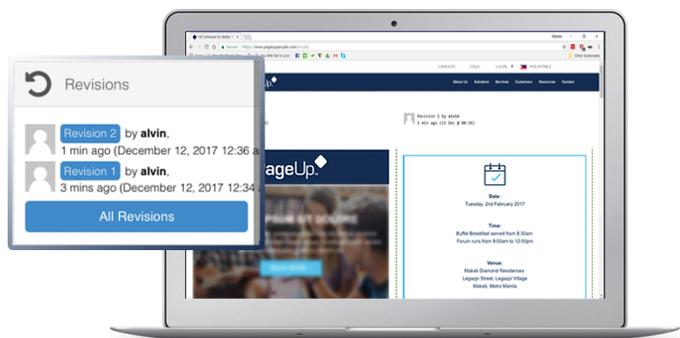
- **Audit Trails & Revisions** – PageUp had thousands of outdated emails from their past campaigns that were still useful, but just needed revisions. CommsBuddy saved all versions of emails and comments, making it easy to trace back edits or check approvals by individual. When mistakes occurred, employees in any department could easily revert to previous versions to revise again.



Faster Email Creation

- **Quick Template & Email Creation** – CommsBuddy streamlined all PageUp’s email templates with an easy-to-use visual creation which requires no technical skills. Email template creation, collaboration and approvals can speed up to 200% faster with less effort and lowered costs.
- **Collaborative Content Creation** – With tracked revisions, PageUp’s multiple teams could work simultaneously on the same email communication, putting an end to traditional email creation bottlenecks.
- **Less Errors and Rework** – The CommsBuddy email editor does not allow underlying email codes for modification, thus preventing the number one cause of incompatibility with different devices and email clients.

By activating CommsBuddy, PageUp produced a seamless form of communication between our clients and their talent that decreased unsubscribed rates and increased clicked and opened rates.



Outcome

PageUp has not only optimised the process for creating attractive email campaigns, but has implemented:

- Simple execution of new email campaigns using CommsBuddy.
- The ability to deploy campaigns 200% faster.
- User-friendly email communication between employees with no technical knowledge to have complete autonomy over email creation.
- Save time from the operational and management teams - allowing focus on relevant tasks, rather than HTML bug glitches.
- Guaranteed that all emails were responsive across all mobile devices and email clients.

- PageUp experimented with customised email layouts with no risk of affecting other employees' work.
- Ability to cut PageUp's yearly budget due to decreasing production costs related to email creation due to CommsBuddy.
- Comprehensive reporting and ROI on email marketing campaigns.

Since Hoosh's Email Template Builder - CommsBuddy created a streamlined approach for PageUp's email marketing campaigns, a significant ROI on digital marketing and campaigns.

Benefits

- Designed attractive nurture emails based on client's specific needs.
- Increased sales and gained new clients.
- Generated ROI in its first stage of CommsBuddy implementation.
- Automatic spread of information across several work departments.
- Reduced overhead costs.
- Decreased unsubscribed rates of email subscribers.
- Saved time and effort in every email campaign creation.

Testimonial



With an experienced partner like Hoosh, we were able to improve the potential capabilities of our Marketo by building effective strategies. These strategies allowed our marketing team to provide more qualified leads to the business lead use to closing successful deals.

Hoosh had helped us in several fronts, such as creating guided landing page templates, Marketo emails with a new upgraded version of its Email Template Builder – CommsBuddy.

With CommsBuddy, we were able to build strategic segmentations for our database and designed personalised welcome and nurture programs. The nurture campaigns have given us the opportunity to send out more targeted content based on clients' geography, industry, and the products they are interested in!"

Kristin Swinnerton

MARKETING OPERATIONS MANAGER, PAGEUP

About Hoosh Marketing

Founded by ex-Marketto staff, Hoosh is Marketo's only gold partner in APAC and the #1 LaunchPoint Partner for Marketo technology, strategy and campaign services.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



- ✓ Global **Marketo Platinum Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ **#1 Launchpoint Partner** globally
- ✓ **Over 50 Marketo Implementations** and counting

