



# Case Study Digital Strategy of Codinix Increased Customer Engagement for Molson

# **About Us**

Codinix is a leading enterprise with a team of experts that assists corporate companies in a number of IT and digital marketing areas as well as tasks, and to boost their businesses on World Wide Web. Plenty of companies have obtained the assistance of Codinix from the initial stage of their businesses through various IT and digital marketing services offered by Codinix.

Molson also contacted Codinix to get the solution to various problems they were facing in their process. Here, you will find the case study about their problems, and how Codinix resolved those problems.

### **Problem**

- **Campaign Execution:** Molson was facing issues in managing their end-to-end campaign execution and development. Its team required assistance in proper planning and execution of its online marketing campaign before the launch.
- Customer Engagement: They required better email engagement metrics links open, links, clicks, etc. More enticing campaigns were needed to attract online audiences. All this was essential to make the audiences interested in the posts regarding the products of Molson. It was also needed to choose the right digital marketing platform.
- Email Designs: It was hard to develop their email designs from scratch. Their experts had no sufficient experience in this area.

### Solution

**Campaign Execution:** Codinix-certified SFMC experts optimized their campaign execution process. Codinix suggested using different tools to review assets before campaign deployment and prepared multiple checklists to pace up the process without errors. In addition to all this, Codinix also advised them to set market goals according to industry requirements, document their strategies, and plan projects & campaigns. It was also advised to use the tools like Journey Builder to create and manage responsive, automated, and multi-channel marketing campaigns.

**Customer Engagement:** Codinix suggested to use features like Einstein Send Time Optimization to improve email deliverability and created personalized dynamic emails. Codinix also advised to use the right platforms for the customer engagements and to add attractive posts on social media along with showcasing

their brand value.

**Email Design:** Codinix developed re-usable templates and trained other developers about how to use existing emails to develop any email from scratch. It also gave useful advices about how to create new emails to allure the prospects and existing customers. It was also suggested to use <u>Salesforce Marketing</u> <u>Cloud Email Studio</u>, an important part of Salesforce Marketing Cloud, for building and sending personalized emails from basic to the most complex campaigns, and delivering promotional, transactional, and triggered messages.

# **Client Benefits**

All the above-mentioned tasks, as well as suggestions, have provided remarkable benefits to Molson as under.

- Molson's email open rate has been increased by 7%.

- Bounce rate has been decreased by 2%.

- Overall email deliverability is enhanced and the campaign execution process is optimized in a way that there won't be any delay in deployments.

In addition to them, there are a number of additional advantages Molson got with our assistance.

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