



CASE STUDY: Datran Email Marketing Project

Client	Datran Media www.datranmedia.com
Client Profile	Datran Media is a leading digital marketing technology company that helps advertisers, publishers and agencies manage their branding, acquisition, retention and monetization campaigns across multiple channels. Datran Media's solutions include content creation and management, cutting edge technology for media distribution, and audience measurement and analytical tools. These solutions make it easy to drive maximum value and measure the results of digital marketing programs. More than 1,000 top consumer brands have selected Datran Media to drive increased brand favorability and strengthen the lifetime value of their customer relationships.
Industry	Internet Media
Region	New York, USA
Work Scope	<p>Email Marketing/Advertising</p> <p>Email Marketing workforce is tasked to create, monitor, and disseminate the produced campaign offers from different brands/clients of Datran. The team also coordinates with representatives from Datran to resolve content errors before advertisements are deployed on its scheduled date. The team makes sure that the advertisements are deployed on-time and error-free.</p>
Objectives	<ul style="list-style-type: none"> A. Evaluate the advertisement's content before deployment B. Repair/resolve potential content errors C. Deploy campaigns on-time --following the specified release schedules D. Makes sure that the advertisement are all sent consistently, effectively and on-time.



<p>Manpower Skill Set</p>	<p>Email Marketing Specialists</p> <ul style="list-style-type: none"> • Above average communications skills • Proficient in MS Office, Web Based Applications • Knowledgeable with HTML processes • Detail-oriented • Proficient in Internet Technology • Good analytical skills • Organized and Resourceful • Basic knowledge of HTML • Can work with minimal supervision
<p>Challenges</p>	<ul style="list-style-type: none"> • Errors are sometimes left unresolved which results to launch delays; • Advertisement materials or content are sometimes delayed and created campaigns are sometimes replaced without abruptly without notice.
<p>Implementation Strategies</p>	<ul style="list-style-type: none"> • Checkpoint meetings over teleconference with Datran Representatives for focused training and re-orientation. • Regular performance evaluation to ensure quality production. • Datran immediately updates errors, cancellations, replacements, and deployment schedules for the advertisements. • Team brainstorming on how to resolve minor issues to maximize time or delivery. • Daily status reports are sent to Datran for feedback-gathering.



<p>Team Organization & Workflows</p>	
<p>Sample of Error Resolution Process</p>	<p>> An error occurred for adcampaign1234.com. "Error 403; Page cannot be found/Access Denied".</p> <p>> The Error would be sent immediately to Datran Representatives for immediate resolution after trying to reconstruct/repair the address/link.</p> <p>> Representatives from Datran immediately reply through email with the resolution on the said error. Datran provided a new link to replace the defective campaign content.</p>
<p>Results</p>	<ul style="list-style-type: none"> • Errors are immediately resolved and resent for production. • Time is maximized on resolving additional errors and advertisement production. • The more time is saved, the more advertisements will be produced. • Advance campaign creations for future ad deployment.