

# How Datavail Revamped its Content Process

Case Study



## Datavail was successfully utilizing content in its marketing campaigns, but the process was cumbersome.

As expectation for greater revenue growth required more campaigns and more content, that increased volume required a different process for the development, management, and tracking of content.

### The Challenge

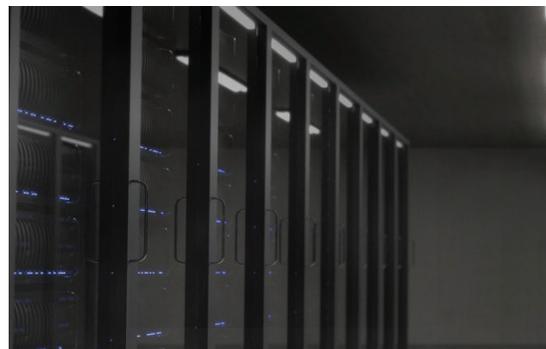
“We were constantly trying to keep up in email with every piece of content we were working on, where it was in the process, what was needed to move it forward. It was chaos and we had to have two-hour weekly planning meetings just to sync up on what we were doing,” said Robin Caputo.

- + Limited Visibility
- + Missed Deadlines
- + Disrupted Workflows

### The Solution

Their team needed a process that could tackle collaboration, production, distribution, and deadlines in one place. They turned to Upland’s Kapost application for content operations for sales & marketing.

datAvail



**“My team begged for Kapost; they said, THIS is what we want for Christmas.”**

-Robin Caputo, Chief Marketing Officer

## Reduced Production Time

Within five weeks of introducing Kapost, Robin's team drastically reduced production time, met more deadlines, reduced "one-off" content, and established a process to better plan future content campaigns.

## Prioritized Activities

Immediately, the Datavail team, with eight contributors (including agencies) had visibility into what each of the other team members was working on. The Kapost editorial calendar allowed the team to see, holistically, upcoming deadlines, projects, and tasks, which also allowed the team to better prioritize day-to-day activities.

## Optimized Workflow

In one month, Robin redefined what creating content feels like within Datavail. No longer is it chaotic. It's built into a process and within a platform that contains each moving piece. Because the team is less focused on dealing with chaos and communication, they can spend more time planning ahead and thinking through campaigns.

## About Upland Software

*Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit [uplandsoftware.com](http://uplandsoftware.com).*



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