

Hach Sees 900% Increase in Email Production with Upland's Kapost

Case Study

As a global manufacturer and distributor of innovative solutions for monitoring water quality in a variety of industries, Hach needed a technology process that would allow it to produce a high volume of emails—without wasting time on managing that technology.

The Challenge

With Marketo set up, Hach was poised for an impressive uptick in both quality and quantity of emails sent but needed a way to streamline its workflow for developing content. Specifically, Hach struggled with siloed teams, lack of visibility into content production times, and manually recording key performance metrics—like production times—in spreadsheets.

- + Disjointed Workflow
- + Lack of Visibility
- + Inability to Scale
- + Manually Tracked Analytics

The Solution

Upland's Kapost Marketo integration made it possible for Hach's marketing team to increase annual email production by roughly 900%. Since implementing Kapost, Hach can now report a 93% on-time delivery rate.

upland **Kapost**



“Kapost makes it possible for us to do the scale of email marketing we want to be doing.”

-Kelly Christopherson,
Marketing Automation
Specialist

Centralized Production of Content

Now with Kapost's centralized hub for email creation, Hach is able to streamline previously siloed teams into one email production workflow. This keeps production focused and gives team members visibility into the completion status of each email.

The Analytics That Matter

By tying Kapost to key business objectives, Hach is able to track and report on the metrics that matter to its organization. Specifically, Hach is interested in measuring the percent of on-time deliveries of email content and assessing which stages in the production workflow cause delays or bottlenecks.

9x Production with No Increase in Budget or Resources

Hach moved from delivering an average of five emails per month to a whopping 50 per month with Kapost. "Kapoost has enabled us to do that," Christopherson says, "It's all about facilitation. Kapost makes it possible for us to do the scale of email marketing we want to be doing."

Results

50% Less time spent

Half the time spent on metrics and analytics tracking.

9X Production increase

9 times the lift in email production.

93% On-time delivery

93% on-time delivery rate.

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.



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