

Holkoi revitalizes its customer engagement with Oracle Responsys



Customer

Holkoi Technologies

Industry

Online training

Geography

India

Profile

Holkoi Technologies provides online compliance training through webinars for Banking, Financial Services & Insurance, Human Resources, Medical Devices, and Healthcare & Pharmaceutical Industries

Highlights

- Responsys implementation streamlines campaign operations
- Consolidated list approach replaces cut list approach
- Multiple user segments created from a single list
- Categorizing the best working campaigns
- Ensuring email deliverability

CHALLENGES

Holkoi Technologies, an online compliance training provider helps potential professionals and teams to adopt new paradigms, implement best practices, achieve competitive advantage and market success.

With email campaigns forming the basis for their marketing strategies, Holkoi used three ESP's to synchronize all the campaigns and maintain a single list where the email deliverability status and permission status can be preserved. It was essential for them to go with an ESP that was highly scalable and ensures email deliverability for a large audience.

SOLUTION

Lister Technologies deployed Responsys from Oracle Marketing cloud as it has the capability to effectively orchestrate campaigns and perform A/B testing effectively. Responsys' consolidated list approach preserves the email deliverability status and the email permission status on a continuous basis.

This helped Holkoi to segment users from a single list for different campaigns. The solution also helped Holkoi to streamline campaign operations and enabled them to use behavioral data to achieve better campaign results.

RESULT

Holkoi was able to manage multiple campaigns concurrently for large volumes and also channelize behavioral data and steer the best working campaigns resulting in increased returns making Responsys the primary ESP to run all their major email campaigns. ESP

