

Template for Case Studies

Please go to File > Make a copy to create your own case study doc.

It is helpful if you can use all the fields below!

If you are submitting multiple, please copy/paste the headings on a new page so that we can keep all your case studies in one place for ease of reference!

Title of case study

Company name

Codefive Lda

Company logo

(link to image - please do not embed in this GDoc)

Sector

engineering consulting

Partner name

Image

(link to image - please do not embed in this GDoc)

Please provide credits that are required if royalty free image is used, or proof of permission to use if a purchased image.

Quick facts

While implementing and managing multi-channel digital marketing strategies, Prospectiva, an engineering consulting firm, encountered challenges connecting with leads, clients, and partners on a global scale.

In order to enhance customer interaction, automate digital communication tactics, minimize email duplication, and allocate HR to the implementation and monitoring of digital strategies, Codefive teamed with Prospectiva.

To manage marketing and business information for various contracts for the same contact or entity, automate multi-channel communication strategies, and prevent sending duplicate emails, a tailored Mautic plugin was developed.

With the help of Codefive, client engagement was improved, email fatigue risk was decreased, and ROI increased by over 80%.

In order to continue creating new features and plugins for its Mautic platform, Prospectiva intends to continue working with Codefive.

The client

An overview of the customer and their background, their needs, where they are located

Background

What is the general background to this project? How are they using automation and what was the need? Why Mautic?

Aims

What was the challenge that this project aimed to address?

Outcomes

How you did it, what happened, how did Mautic address the aims? What were the results?

What's next

Optional - what are the next steps? Are you helping them to use different aspects of Mautic?

Community Contributions

What community contributions came about as a result of this project? Were they client funded or funded by your organisation? If so shout them out here!