



2020

CASE STUDY

Email automation with Marketo to increase engagement



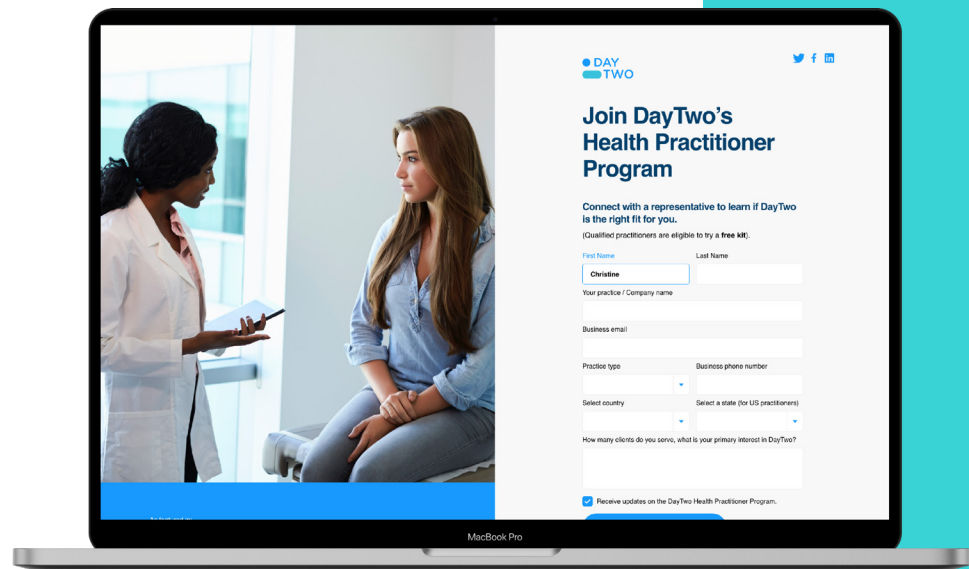
Day Two Case Study

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Introduction

DayTwo, a global company focused on enabling the consumer to make healthier life choices, was having trouble reaching out to healthcare workers in the United States. When their digital marketing efforts were not getting the results they expected and their spending increased out of control it was clear they needed more than a traditional agency to help them out. They needed a company that offered a fully integrated marketing platform to develop the company website, digital ads, emails and landing pages.

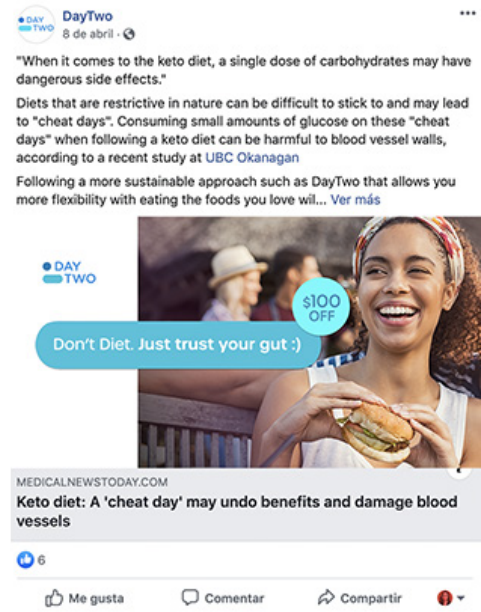




What we did

Using the Marketo platform as the foundation, our team created an automatic marketing system to aid **DayTwo** to identify, engage, and accelerate their customer experience to new horizons. Thanks to our comprehensive digital platform we were able to

- Increase brand awareness by reaching X number of people across the country.
- Reduce the company's spending by an X due to campaign automation.
- Place **DayTwo** ahead of its competitors by integrating digital ads, automated emails, and landing pages to create a unique customer experience.
- Give the brand a unique identity with creative targeted ads, placing **DayTwo** services as the first and only option for health professionals across the United States.



Not sure what food helps you lose weight?

Trust your gut :)



DAY TWO

Don't Diet. Just trust your gut :)





Conclusion

DayTwo's objective is to help people live their life with smarter nutritional and activity choices. Now, two years after our intervention, through a fully automated marketing platform, they are able to reach a bigger amount of people across the United States to fulfill that promise.





At OneBrand, we help companies engage their target audience with comprehensive timeless, and memorable marketing campaigns.



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