



Customer Success Story

DemandBlue enabled omnichannel campaigns and increased constituent engagement and fundraising

About the Client

The client is a leading nonprofit organization providing humanitarian care and life-saving aid.

Solution

- DemandBlue enhanced and automated Salesforce Marketing Cloud Engagement to help the client create, schedule, send, and track marketing campaigns and journeys to its prospects on time.
- Provided ongoing support and monthly scorecard on the performance of their campaigns
- Enabled mobile channel for campaigns which resulted in increase in fundraising.
- Optimized the email journeys to improve reachability and open rates of email broadcasts.

Benefits

- ✓ The engagement with their constituents increased
- ✓ Increase in fundraising due to improved multichannel campaigns
- ✓ Monthly scorecard provided better visibility and attribution of marketing campaigns.