



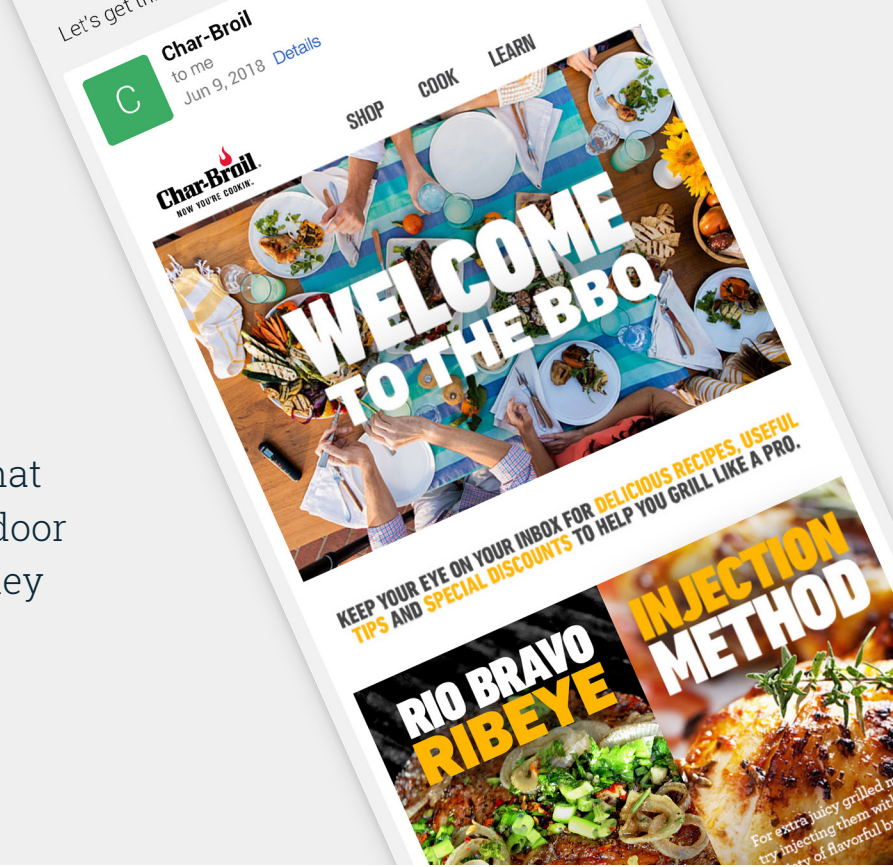
How Implementation Proves That You Picked the Right Partners

Char-Broil + BrightWave + Emarsys: Three Partners. One Goal.

Char-Broil wanted to increase engagement in their e-commerce business through better personalization. Their email and eCRM agency of record, BrightWave, had the expertise to help make it happen. What the pair needed was a marketing platform that was feature-rich and marketer-friendly to help them achieve their collective goals.

“The primary challenge was that Char-Broil had more platform than they needed in the ESP that they were with before. It was not marketer-friendly, and the team didn’t feel confident or empowered to use that tool to get their program out the door or scale their program the way they wanted to.”

– Andrea Short, Senior Strategist, BrightWave



The Challenge

Char-Broil was very focused on improving customer engagement. To do that, they knew they needed to better segment their customers, personalize the content, and automate more of their campaigns.



Previous ESP Wasn't the Right Fit

Char-Broil's previous email service provider (ESP) may have had a rich feature set, but executing programs utilizing those features was complicated and often convoluted. This left the Char-Broil team with an expensive set of tools that no one felt comfortable using without significant help from IT or an outside agency. Segmentation was primitive and laborious, and the team was only able to deploy one automated campaign, a Welcome series consisting of two emails. For a retailer with a growing e-commerce focus on replacement parts, this was a costly fail.

“One thing that really turned us off from our former ESP was it just always felt like a sales call,” says Paige Farrow, Senior Director of Marketing at Char-Broil. “We had a relationship manager and an account manager, and there was a team of 10 people on our account, but they had a lot of turnover, and they forgot whether we were a partner of theirs or not. They didn't even check in very often, and when they did, they were always trying to sell us something.”

Leandi McMurphy, Senior Manager of Marketing at Char-Broil, could see how this ESP might work for some companies, but not for Char-Broil who did not have a dedicated full-fledged email marketing team. “We didn't want to jump down to a super basic in-house tool that barely had the capabilities that we wanted long-term,” McMurphy says. “We needed to see what else was out there that would give us more of that good midpoint solution. At the same time, we still wanted those really cool functionalities that would enable us to do innovative things in email.” Ironically, Char-Broil differentiates themselves from their competition as a highly innovative company in the gas grill industry, but their ESP was hampering critical innovation in the digital marketing arena.



Evaluating ESPs and Platforms Takes a Special Skillset

First, Char-Broil found a trusted and experienced agency partner in BrightWave. When it came time to look for a new ESP and begin the request for proposal (RFP) process, Char-Broil wanted to leverage BrightWave's expertise in the email industry rather than evaluate vendors on their own. BrightWave spent time learning Char-Broil's business and understanding their current and future marketing needs. Then, BrightWave created a short list of prospective platform partners – from small ESPs to large marketing platforms – and only Emarsys offered the right-sized solution Char-Broil needed.

"We have the technical resources and the know-how to do some really complex automation," says Alexis Daniel, Account Director with BrightWave. "But we also wanted Char-Broil to feel empowered to use the platform themselves, and that's where we thought Emarsys really fit the bill, where you don't have to have a database engineer and a data scientist and an architect to build and send an email." Emarsys was the one platform that had all the functionality Char-Broil wanted but was also accessible for the day-to-day marketing coordinator who can go in and flawlessly execute a campaign without months of training.



An Unscalable Email Program

Char-Broil understood that if they wanted to increase sales and brand loyalty through their network of resellers and online, they would have to engage their audience with consistent, meaningful experiences beginning with email and migrating to the website. The problem was they had to use a very unwieldy email tool.

Leandi McMurphy sums up Char-Broil's experience: "Unfortunately the tool that Char-Broil had been using was a very cumbersome, robust tool, but it really needed an army to get value out of it. We never felt comfortable to even go in there and try to send an email by ourselves without the agency doing the majority of the work for us. It took almost three months' worth of training just to get up to speed on that tool and be able to send one email out."

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The Solution

Char-Broil sought email program strategy, campaign development, and email marketing expertise, critical skills that BrightWave could provide. Then, when it came time to decide on the technology solution, BrightWave, as a partner, recommended the Emarsys platform and the tools that came with it to achieve Char-Broil's goals.

One of the main reasons Char-Broil chose to work with BrightWave is that they were looking for an experienced agency with specific industry expertise. Since BrightWave is the leader among email marketing agencies, having received the highest marks in customer satisfaction and platform expertise from The Relevancy Group's annual Email Agency Buyer's Guide, it was a fairly easy decision to bring them on as their full-service email agency of record. This included full program strategy development with design and content creation, audience management, campaign management, and program analysis — all leveraging the Emarsys marketing platform.

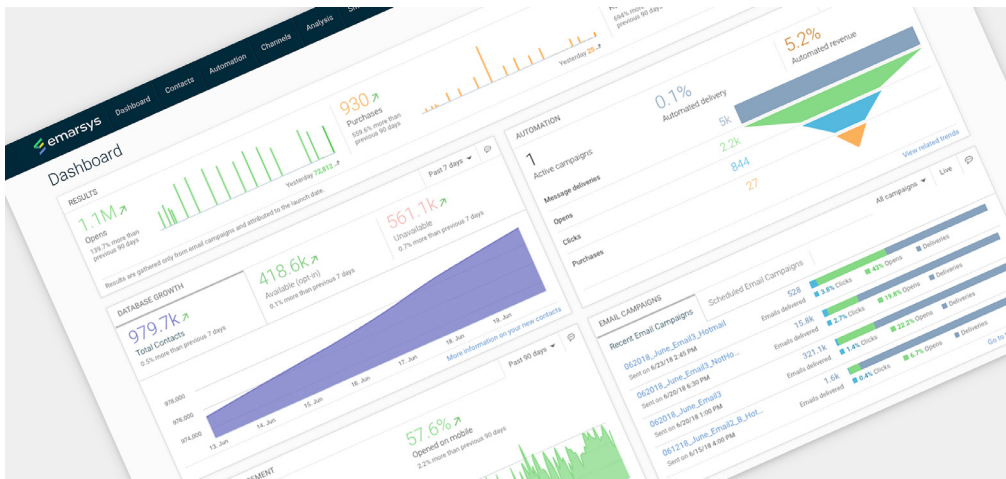
A Marketing Platform That Works

Based on their own testing, BrightWave was convinced that the Emarsys platform was the best solution for Char-Broil's specific needs and challenges.

The on-site demo convincingly showed one of Emarsys' strengths: ease of use. It was clear that all the things that Char-Broil had wanted to do but couldn't with their previous ESP would be possible with the Emarsys platform. BrightWave could now build Char-Broil's segments, more accurately target their email campaigns based on customer data, and automate personalized campaigns to reach Char-Broil's online customers.

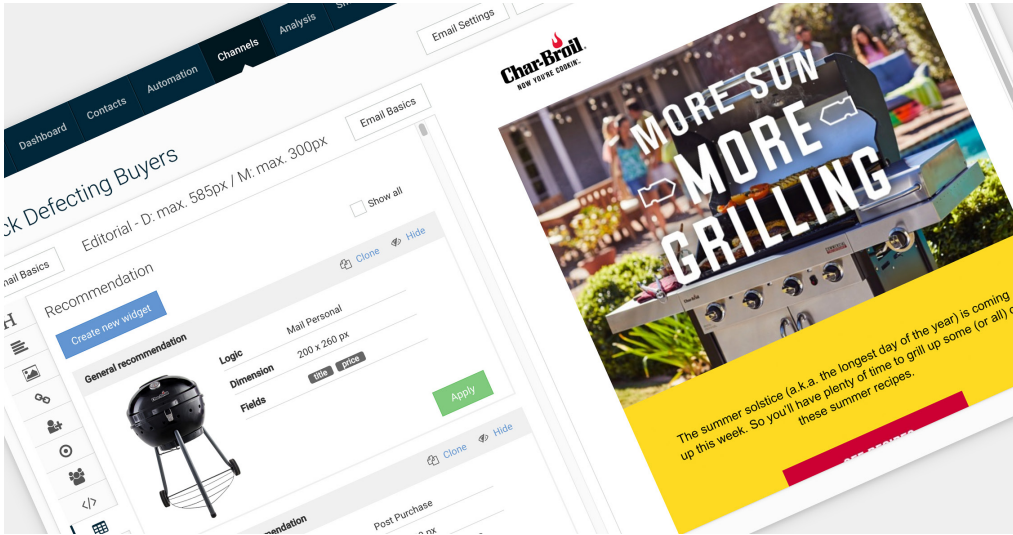
"Operationally overall, it's a much easier platform to use [than the previous platform]," BrightWave's Alexis Daniel says. "It's much easier for any of our team members to get in and actually understand what's happening at any given time."

Paige Farrow from Char-Broil answers the "Why Emarsys?" question this way: "It felt like the Emarsys platform had everything we needed but nothing that we didn't. Frankly, we felt — and BrightWave concurred — that the support from Emarsys would be more robust than the others we were looking at."



Easy-to-Use Email Tools with Handy Features

BrightWave chose the Emarsys platform for the helpful features they hadn't found anywhere else. From the Link Overview feature, which allows you to see any links that aren't properly formatted, to the Combine Segments feature, which enables you to merge the existing contact and segments into one unified segment, BrightWave has found the Emarsys platform to be very intuitive overall. This includes email analysis that provides a super-scannable way to quickly see your results and confirm that everything is running as planned.



But it also provided Char-Broil with more options, as Paige Farrow describes, "If we feel like we need to send an email and it's not in BrightWave's scope, we want to feel like we know how to go in and do that. And as we build out email for smaller brands under the W.C. Bradley umbrella where we can't afford agency assistance, we need to know that we could do that too. So we picked the tool that would best allow us to serve the smaller brands while not compromising the things we needed to do for our larger Char-Broil brand."

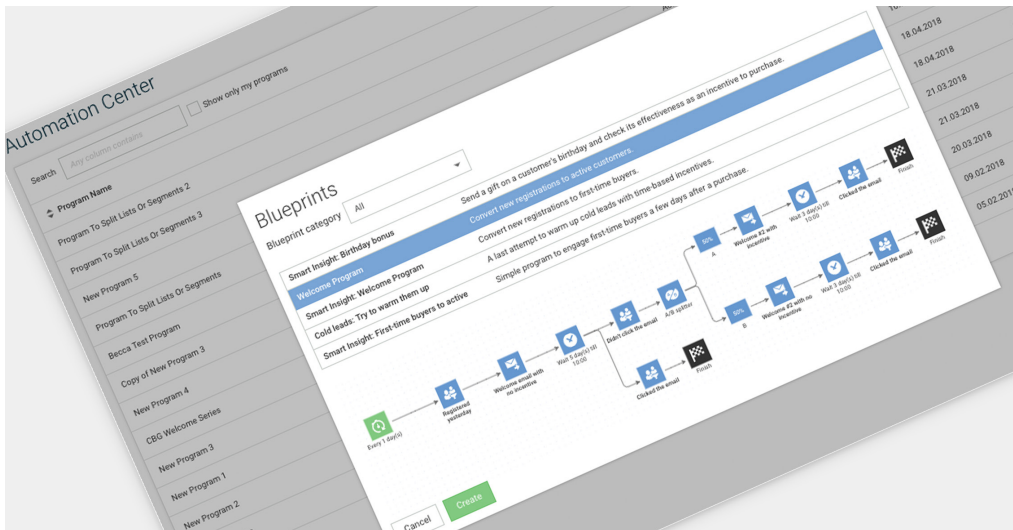
The Implementation Marketers Dream Of

Implementation can be a period of terrible strife as you quickly learn what pieces of a platform will or will not integrate with all the marketing software you hope to use. Many companies settle on a partner and cross their fingers.

Paige Farrow from Char-Broil articulates this fear perfectly, "BrightWave is definitely a pro, and it was very, very crucial that we felt like Emarsys was the type of company to really get us set up appropriately and stick with us in the beginning versus a company who would say, 'Oh, you signed the paper? Good luck. Here's some online training.'"

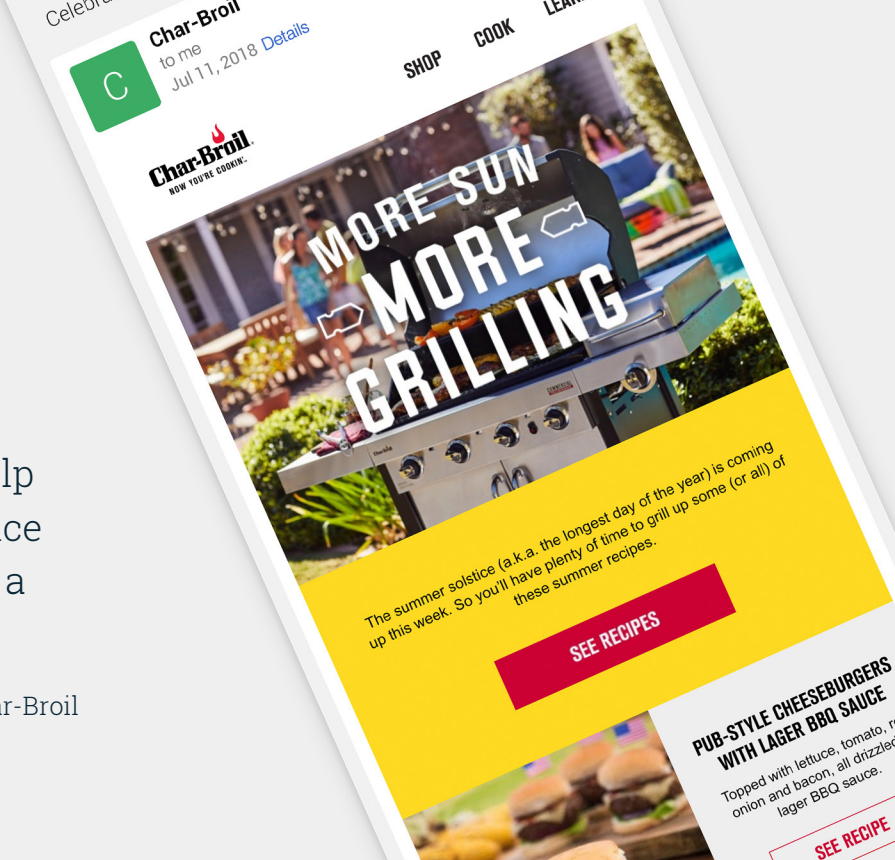
That was not the case with Emarsys. Implementation consultants were on hand throughout the entire three-month process to guide BrightWave and Char-Broil through every snag and customization hurdle.

As Alexis Daniel from BrightWave describes it, "Within the implementation process, getting all of those different data sources integrated and an out-of-the box Magento solution was really important to the team because that's what they use for their e-commerce component. And since using Emarsys, testing, QA, and deploying email has become an increasingly streamlined and efficient process for our team."



“We talked about Emarsys’ willingness to help train and be there to answer questions, but it’s also just a vibe. We wanted to make sure that we found an ESP partner that truly was supportive and looking to help us create the best email experience for our brands and consumers in a very non-salesman-like way.”

– Paige Farrow, Senior Director of Marketing, Char-Broil



The Results

Once BrightWave recommended the Emarsys platform as the best possible solution for Char-Broil, the Emarsys implementation team guided BrightWave and Char-Broil through the initial setup.

From that point on, BrightWave has handled all Char-Broil's email campaigns as their agency of record. The email agency's ability to so seamlessly manage content, strategy, and email deployment is both a testament to their authority in the email industry and just how much easier it is to use the Emarsys platform than any other marketing platform out there.

Partners with the Right-Sized Solution

Even though BrightWave discussed many Emarsys tools that Char-Broil was interested in, the email agency only recommended the ones that Char-Broil could benefit from immediately. That included Email, Automation, Inbox Preview, and Web Extend, solid foundational tools that Char-Broil will be able to build on.

With BrightWave's recommendation for the Emarsys marketing platform, these partners are now providing Char-Broil with a system that is tailored to their current needs. The sales pitch was transparent as there was no up-selling or trying to cram a bunch of tools into a package that Char-Broil didn't need. However, there were features Emarsys and BrightWave specifically recommended Char-Broil not purchase until after seeing the email campaign results they wanted.

This is an important differentiator from other marketing platforms and ESPs. We succeed when our clients do, and that means recommending only the solutions that our clients are most likely to benefit from right away.

Exemplary Implementation Services

No matter how much a vendor claims implementation will be painless, the process is often frustrating. This is when you identify integration problems and have to devise custom-fit solutions for each. This period is when your partner's strengths and weaknesses are revealed.

Andrea Short, Senior Strategist at BrightWave recalls that period well, "We felt like we would have the support that we needed to make us and Char-Broil feel confident in migrating to a new platform. That's a scary prospect. But knowing that we would have access to a real person and support when we needed it and where we needed it was a huge selling point for us. And I think that level of support that we've received goes all the way back to the sales team who really came prepared and had tailored that presentation to Char-Broil and understood the business and their needs and how we would be partnering with Char-Broil."

The level of service didn't end once implementation was over, as Leandi McMurphy from Char-Broil notes, "I think the bigger story for us personally is the fact that technically when implementation ended, it didn't feel like it necessarily ended from a support standpoint on Emarsys' side. We started running into some deliverability issues with Yahoo, and the team was right there to continue to work through that, and it wasn't like, 'No, implementation's done.' It wasn't hard to reach them at that point moving forward. They were so readily available."

Room to Grow Going Forward

BrightWave has already deployed an automated Welcome series for Char-Broil, and the two companies will add more campaigns in the near future. But more importantly, each of the three companies in this partnership have quickly come to trust and learn from each other.

In the months ahead, the ease of using the Emarsys platform will enable BrightWave and the Char-Broil marketing team to set up automated campaigns and define customer segments to educate new customers about the brand. It will also drive sales through Char-Broil's reseller channels and parts sales through their e-commerce site.

Going forward, Char-Broil's interested in adding product recommendations, and when the time comes to do that, Char-Broil and BrightWave won't have to go on the hunt for new software. Recommendations are included in the Emarsys platform as well as critical templates for abandoned carts or browse abandon campaigns.

"The whole experience made us feel like you are invested in us long-term and not just this kind of short win to get the business," Andrea Short from BrightWave says. "We feel like we're a true partner."

"If you don't ever add anyone to the team, this is a great tool because it's so easy to use and figure out," Char-Broil's Paige Farrow says. "And if you add three people to the team and you can do more, it also has all of the functionality that you need to get more advanced with drip campaigns or hyper-targeted messages or action-based response messaging or anything like that. It has the best of both worlds."

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For over 70 years, Char-Broil has been making cookouts better with their products. Their backyard grilling and smoking innovations become more advanced every year. They needed to find an email service provider (ESP) just as innovative as their cooking products. With their future business goals in mind, we were able to help Char-Broil select an ESP and successfully transfer their entire email program to it with no interruption in customer communications.

The Game Plan

- Review current emails and available customer data to narrow down ESP options
- Select and migrate to a new platform with one-to-one messaging and ROI as main focus areas



Based in Columbus, GA, Char-Broil LLC (www.charbroil.com) is one of the world's oldest and most respected outdoor cooking companies. The company offers a complete line of gas, charcoal and electric grills, as well as smokers, fryers and grilling accessories. Today, with the success of its revolutionary TRU-Infrared™ cooking technology, Char-Broil is focused now more than ever on continuing its legacy of innovation that brought consumers The Most Forgiving Grills on Earth™. In addition to the Char-Broil® brand, the company manages a portfolio of quality outdoor cooking brands, including Oklahoma Joe's® Smokers, Dancook and SABER® Grills.



BrightWave is the leading email and eCRM agency. With over 15 years of experience managing the best email programs in the country, BrightWave elevates eCRM and cross-channel programs through industry-leading innovation, relationship orchestration, and pioneering inbox experiences. Learn more at BrightWave.com.

BrightWave is also the creator of EiQ: The intelligent email gathering. This one-day event is where the industry community convenes and focuses on innovation and business impact. For more information, please visit EiQgathering.com. EiQgathering.com.



Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels — building loyalty, enriching the customer journey, and increasing revenue. This enables companies to scale marketing decisions and actions far beyond human capabilities.

Since 2000, Emarsys has helped over 1,500 brands in over 140 countries to connect with 3 billion customers around the world. Each day, we deliver more than 350 million personalized interactions across email, mobile, social and web, leading to millions of daily purchase events on our software. Learn more at emarsys.com.