250ok

ClickDimensions

CASE STUDY

ClickDimensions Improves Operational Efficiency with 250ok

INDUSTRY: SOFTWARE

ClickDimensions is the leading marketing automation solution for Microsoft Dynamics 365, bringing together essential marketing tools like email marketing, campaign automation, web intelligence, surveys, web forms and landing pages, social marketing and more to help organizations attract more leads, close more sales and more.

clickdimensions.com

CHALLENGE

As a growing company, ClickDimensions faced challenges troubleshooting email performance issues across its 3,500 global customers in a scalable way.

The organization turned to 250ok and its intuitive email analytics platform for help.

SOLUTION

ClickDimensions used the power of the 250ok platform as a single-point solution to improve visibility into deliverability monitoring and provide greater insights across its customers globally.

The team at ClickDimensions was able to schedule and automate weekly seed tests from both their shared and dedicated IP customers across domestic and international regions.

They also more easily monitored IP reputation, blacklisting, and spam trap hits across their customer base on both shared and dedicated IPs, and set up various custom alerts for tracking.

RESULTS

ClickDimensions is more proactive, improving operational efficiency in managing their customers' deliverability and reputation and are now able to mitigate and identify potential email issues before customers bring them to their attention.

"250ok has been a huge efficiency boost for us. We can now see the right email analytics and reputation information so much faster, and often resolve deliverability issues before our customers can open a ticket. 250ok has been a big win for our Support Team."

JULIE TURNER
Sr. Email Deliverability Engineer
ClickDimensions