


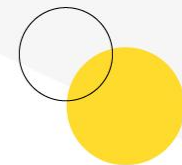
**Mavlers**   
A brand of Uplers

# About Mavlers

Mavlers is a full-service digital outsourcing agency. We help you execute your email marketing strategy seamlessly. From Email Development to Deployment to Optimization, we take great pride in providing email excellence to **5000+ clients** across **52 countries**.

Sending email marketing campaigns can be more challenging than it seems. At Mavlers, our comprehensive email campaign services are designed to help you plan and launch effective, results-driven campaigns. Our experts ensure that your campaigns are deployed on time, with precision, and within your budget.

**We are official partner with**



# Why Mavlers is your perfect execution partner

**150+**

Certified inhouse email experts

Our army of seasoned email marketing professionals are adept at solving problem statements of varying complexities.

**50+**

ESP support

Our expertise are certified and pre vetted in ESP like SFMC, Marketo, Kalviyo, Braze, Iterable, Mailchimp and other DIY ESPs

**10K+**

Campaigns built in 2023

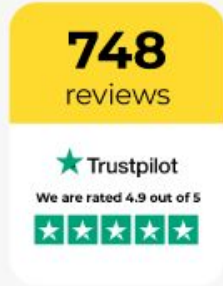
We have build successful campaigns for more than 100 clients big and small. Helping them scale their revenue and save addition upto 40% cost

**Flexibility**

projects delivered

Hire experts part-time or full-time as per your requirements and get the flexibility to scale up/down; no long-term contractual obligations.

# Trusted by 5000+ clients



# We hold expertise in all leading ESPs



responsys



*braze*

50+  
more

# Email Campaign Management

We work like your extended team and manage your email campaigns efficiently, effectively, and quantifiably. Whether you need stagewise or end-to-end support for your email campaigns, we have got your back.

Managing an email marketing campaign involves a variety of tasks aimed at ensuring the campaign is effective, engaging, and reaches the right audience. Here is a comprehensive list of tasks typically included in email campaign management services.



# We provide value in all the stages of email campaign management

- Email Authentication and Security: DMARC Setup
- Campaign and Journeys
- Audience management
- Testing and optimization
- Scheduling
- Reporting and analysis



# Email Authentication and Security: DMARC Setup

DMARC (Domain-based Message Authentication, Reporting & Conformance) is an essential email authentication protocol that helps prevent email spoofing. It works in conjunction with SPF (Sender Policy Framework) and DKIM (DomainKeys Identified Mail) to verify the sender's identity, ensuring that emails are legitimate and reducing the risk of phishing attacks in email marketing.

Our experts can set up DMARC for your email domain, which helps in:

- **Ensuring emails reach the inbox**
- **Avoiding being marked as spam**
- **Enhancing overall email security and deliverability**

By implementing DMARC, you can maintain the integrity of your email campaigns and build trust with your audience.





# Email Campaign and Automations

Explore our most requested email marketing campaign development services to enhance your email outreach and engagement:

## **Welcome Emails**

Craft compelling welcome emails to greet new subscribers and set the tone for your brand's relationship with them.

## **Promotional/Service Emails**

Design and send promotional or service-related emails that capture your audience's attention and drive conversions.

## **Drip Campaigns**

Automate a series of personalized emails to nurture leads and guide them through the customer journey.

## **Email Newsletters**

Create engaging and informative newsletters to keep your subscribers updated with the latest news, offers, and content.



### **Triggered Email Campaigns**

Implement triggered email campaigns that respond to specific user actions, ensuring timely and relevant communication.

### **Shopping-Cart Abandonment**

Develop effective shopping-cart abandonment emails to recover lost sales by reminding customers of their pending purchases.

### **Re-Engagement Campaigns**

Rekindle interest with inactive subscribers through targeted re-engagement campaigns that win back their attention.

### **Landing-Page Optimization Services**

Optimize your landing pages to improve conversion rates and enhance the effectiveness of your email campaigns.

# Audience management

Audience management helps in empowering businesses to create highly targeted and personalized marketing campaigns. It helps in collecting and analyzing customer data from various touchpoints, enabling precise segmentation based on behavior, purchase history, engagement levels, and demographic information

## List Segmentation-

Segmenting your email marketing campaigns is a huge part of email personalization (the kind that gets your customers clicking 'add to cart' on a regular basis). You'll want to ensure that the right content is landing up in the right inboxes. Our email campaign managers work closely with email strategists to segment your audiences on your ESP, making it super simple to send targeted campaigns





## **Creating tags and groups**

Adding custom data fields to profiles, enabling deeper personalization. This would help in segmenting the customer into smaller groups based on their needs.

## **List Management**

Efficiently managing your subscriber lists by importing contacts, tracking sign-up sources, and handling unsubscribes. Along with that we also ensure compliance with regulations through consent management features.

## **Integrations**

We work on seamlessly integrating with eCommerce platforms, CRMs, and other tools to enrich customer profiles and enhance segmentation accuracy.

# Testing and Optimization

**A/B Testing**- We ensuring that A/B tests for your campaigns and workflows are created and monitored regularly is an important part of email campaign management. It's the most direct way to discover what your audience is and isn't responding to.

**Deliverability Testing**- Ensuring emails reach the inbox and are not marked as spam.

**Performance Monitoring**- Tracking key metrics which include open rates, click-through rates and conversion rates to assess email performance.



# Scheduling

A big part of email campaign management is scheduling – imagine sending out your Christmas emails a day late, having an SMS campaign pop up on a customer’s phone at 3AM, or worse, sending your campaign to the wrong segments where you’ll get the same reception. That’s why our strict scheduling processes provide ample time for strategy, content, feedback and design, ensuring that every campaign is sent at the correct time on the correct day.



# Analysis & Reporting

The last and most important step in email campaign management is drawing conclusions based upon the email campaign run by the company. It is the process of exploring data and reports in order to extract meaningful insights which can be used to better understand the customers and improve overall business performance. Our Campaign managers can help with the following reports based on.

## Data analysis

- **Engagement Metrics**
- **Conversion Metrics**
- **Engagement Over Time**

## Reporting

- **Dashboards**
- **Custom Reports**
- **Automated Reports**

## Insights and Actionable Recommendations

## Share Feedback

# Process and Tools

- Campaign management steps
- Communication process that we follow
- Project management tools we use to communicate all the work dependencies
- Q&A process we follow with our client
- Steps taken before deployment
- Email campaign deployment model





# Campaign Management Steps

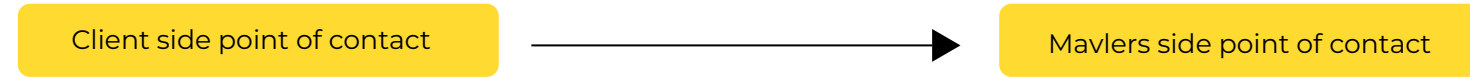
Once we receive the request, we coordinate with the client to understand the Scope Of Work. We start with asking the initial questions which include:

- Name of the ESP the client wants us to work on
- Does the client want any help in setting up the ESP from scratch or are they well-versed in it?
- Confirm whether the client wants to build email either by the inbuilt editor of the software or custom coded?
- Will the Campaign send be one off or automated?
- Number of the campaigns to be sent?
- Does the client want us to perform any segmentation?
- What type of automation client wants to set up? Eg: Welcome email series, Abandoned cart, re-engagement series, lead nurturing, lead scoring etc.
- Is there any requirement to import a list?
- Is there any analytics or reports the client would like to set up?

- After detailed review we share recommendations based on the best practices to help client generate maximum return
- We create a detailed proposal with costing and hours we would need to complete the task. Once it is approved by the client, we commence working on the tasks.
- Working on the task includes detailed analysis of client's goals and setting up the campaigns and automation with proper testing of templates on all the email clients and making sure images are rendering correctly. We suggest the best CTAs, subject lines and scheduling time to generate maximum open rates and click rates.
- Once the campaign or automation is live, we track the results and create a detailed report on what all factors worked well and where we can improve for better results in upcoming campaigns.

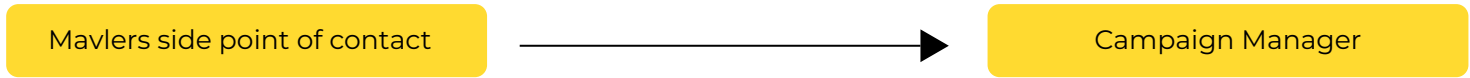


# Communication process



Communication through

- Slack
- PMS
- Email
- Call via Slack/ Skype



Campaign Manager

Email Production

Communication through

- Slack (common platform)
- PMS (common platform)
- Call via Slack/ Skype

# Project Management Tools (PMS)

Based on our engagement, we suggest you to use TeamWork as shared project management tool to manage all the requirements, deliveries, checklist, etc.

Below is how the campaign would be translated into TeamWork:

- Campaign Calendar would be created within Teamwork
- All deliverables from your side and our side would be added within Milestones
- Campaigns would be added as a Tasklist
- Individual task list (design, development, QA, Setup & Deployment) would have tasks assigned to the predefined owners.



# QA Process

We at Mavlers strongly believe - "Quality is not an act, it is a habit". That's where you see we have a process of following checklists created for all deliverables.

There are two border checklist:

- Coding Checklist
- Campaign Checklist / Email Marketing Checklist



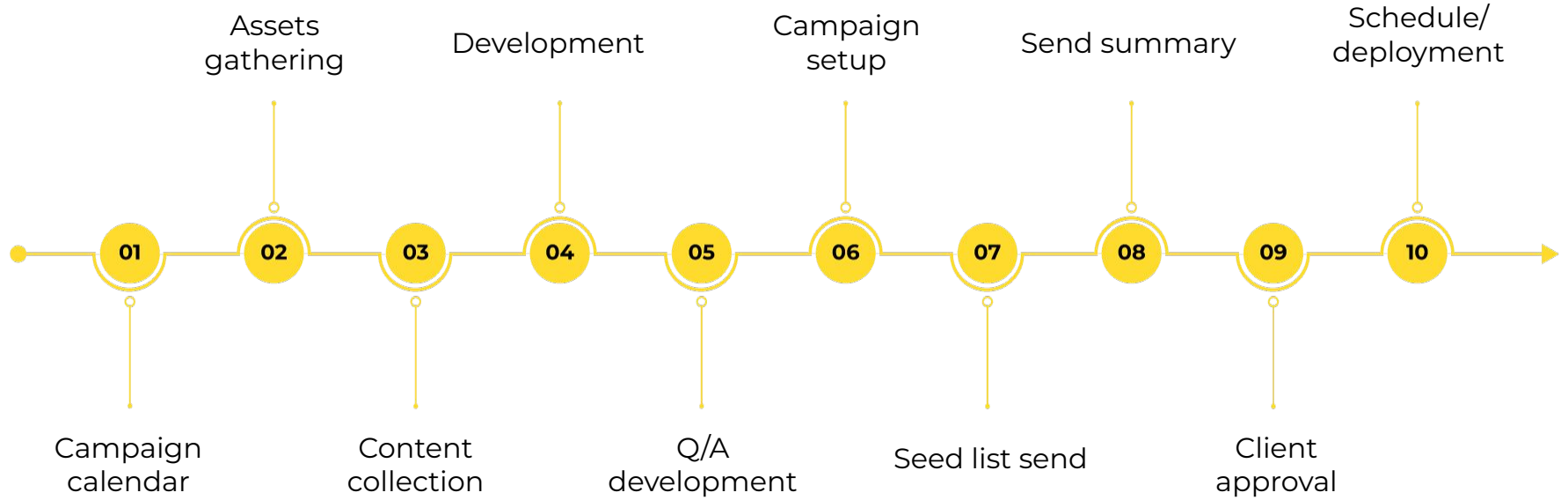
- Campaign checklist/ Email marketing checklist

<https://drive.google.com/file/d/1Nqszj9W3sLHtgllv0JFDpYsDn8zNb5NF/view>

- Email Coding checklist

[https://docs.google.com/spreadsheets/d/1y\\_mg-HJET56lhhKirgXPEhi-V0qnzSfmuVo6ZkCOTKJo/edit#gid=896735702](https://docs.google.com/spreadsheets/d/1y_mg-HJET56lhhKirgXPEhi-V0qnzSfmuVo6ZkCOTKJo/edit#gid=896735702)

# Steps taken before deployment





# How you can associate with us

## Our Engagement Models

01

### **Project based**

Have a one-time project requirement? Avail of our highly curated services and get every single one of your objectives fulfilled on time, every time.

02

### **Recurring projects**

Have recurring requirements with your ongoing projects? Our team goes the extra mile to deliver excellence month-on-month.

03

### **Managed resource/ team**

Want an external resource to cater to your specific project requirements? Hire experts from our dedicated resource pool and have them operate as extended units of your internal team.





# Success Stories

# Industry : - Automobile Campaign Journey

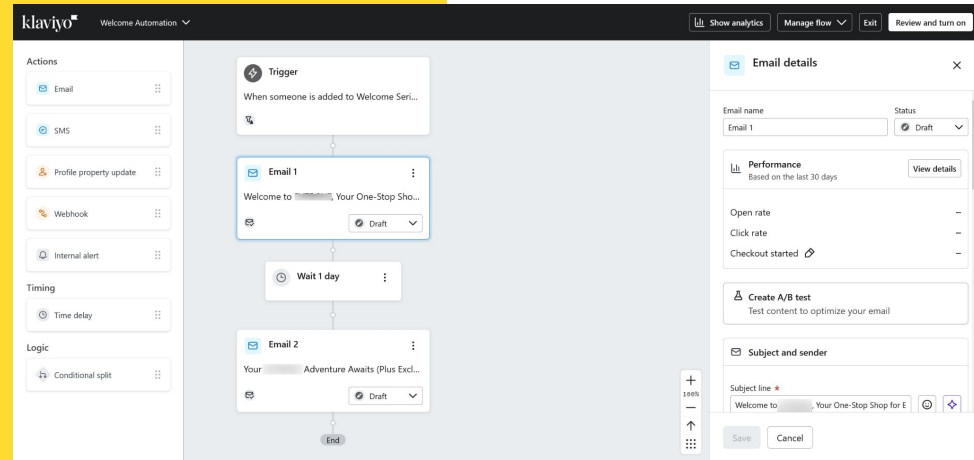
## Challenges:

The client was facing trouble in creating workflows in klaviyo and came to us with a requirement of creating automations for cart abandonment and welcome series.

## Our Solution:

We segmented the database based on the action triggers and connected it to the workflow automation. Now if anyone adds items in the cart and doesn't process to billing after that. This workflow gets triggered and a set of two emails are sent 1st as the reminder email and the 2nd the offer emails.

Module Used- klaviyo audience builder and klaviyo automation



The screenshot displays the Klaviyo automation workflow editor. The interface is divided into several sections:

- Actions:** A sidebar on the left lists various actions such as Email, SMS, Profile property update, Webhook, Internal alert, Time delay, and Conditional split.
- Workflow:** The main workspace shows a sequence of steps: a Trigger (When someone is added to Welcome Series...), followed by Email 1 (Welcome to [Name], Your One-Stop Sho...), a Wait 1 day step, and Email 2 (Your [Name] Adventure Awaits (Plus Excl...)).
- Email details:** A panel on the right provides configuration options for the selected email, including Email name, Status (Draft), Performance metrics (Open rate, Click rate, Checkout started), and Subject and sender information.

# Industry : Finance - Campaign Journey

## Challenges:

Getting paid off customers to buy another lease. To create a journey that targets both short-term (<30 days) and long-term (>180 days) lease openers.

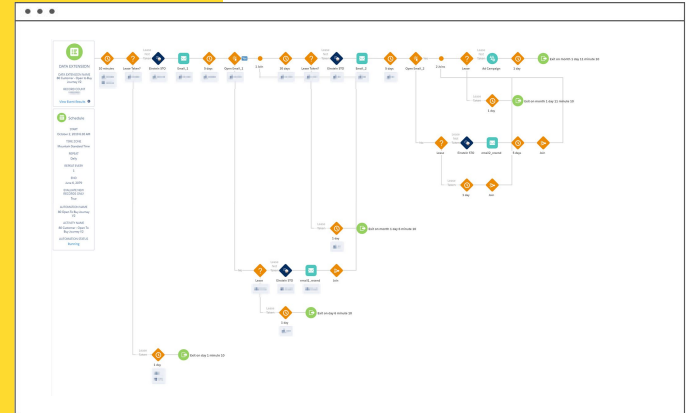
## Our Solution:

Build a Remarketing journey to identify the customers who have purchased and completed their lease.

We created a series of emails along with Einstein engagement send-time optimization to personalize the email to be sent at a time when the customer is most likely to open. Additionally, if there were still no interactions on the Re-engagement emails, we configured a custom Ad campaign to display Facebook Ads from the Advertising Studio in SFMC.

## Modules Used:

Journey Builder, Automation Studio (SQL query to pull correct records), Einstein Send time Optimization, Social Studio



# Weight Watchers' journey with Email Mavlers



## Challenges

- The client was facing difficulties meeting their email production requirements.
- They weren't able to professionally manage their campaigns, hence failing to drive tangible results.
- They weren't aware of the processes involved in ESP migration.

## Solutions

- We have developed 1,900+ email templates for Weight Watchers until now, all while adhering to their brand guidelines.
- We were able to create additional email templates within a stringent deadline.
- Our dedicated team ensured a smooth migration for them from their previous ESP to Braze and plugged it into CRM, campaign management, and data management platforms.

[View Case Study](#)

# How **Mavlers** helped **Universal Relocations** with email marketing solutions

## Challenges

- The client needed to design impactful email templates for promotional campaigns.
- They were in need of a dedicated partner to take care of their end-to-end email marketing operations.
- They wanted to revamp the landing pages of their website.

## Solutions

- We successfully executed three promotional campaigns for the client which helped increase their brand awareness.
- We fostered a collaborative equation with the client that facilitated seamless communication and streamlined the design process.

[View Case Study](#)



# A few brands we've worked with....



# Contact Us for a CUSTOM QUOTE

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