



# Transforming Campaign Execution: How Munvo's Expertise Helped a Marketing Agency Achieve Operational Optimization



Reduced the overall campaign management effort by 46% while maintaining the same level of quality.



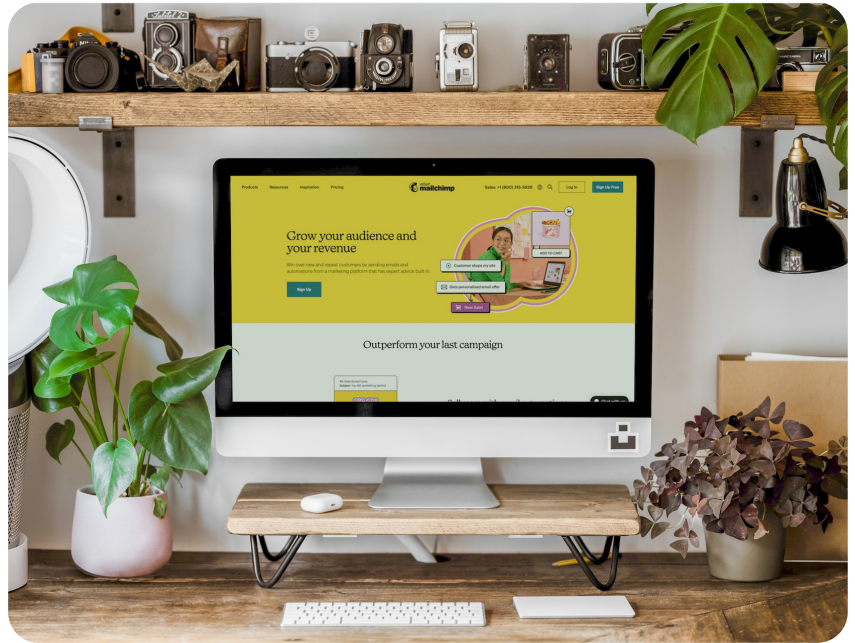
Decreased the likelihood of risks being introduced into the campaign execution process, lowering the probability from 54% to 15%.



Reduced campaign time-to-market by over 50%.

# Client

Our client is an innovative marketing and communications agency with many specialties, including creative concepts, digital designs, content creation, strategic planning, social media management, and more. The client has been a leader in the Canadian marketplace for nearly half a century, providing integrated and unique brand experiences through their strategic partnership with experts across all disciplines. They specialize in powerful, high-potential brands and are dedicated to delivering localized content with a global impact. Their commitment to excellence is rooted in finding the perfect balance between creativity and relevance.



## Challenge

### 1ST PHASE



#### Expertise to analyze

They needed Munvo's expertise to analyze their email campaign execution process and identify areas for improvement. Specifically, the client wanted to understand where risks were introduced into the process and quantify the effort required to mitigate these risks. The client's goal was to optimize the overall process and deliver error-free outputs with the right points of control.

### 2ND PHASE



#### Final assessment

The client required a final assessment to confirm that the recommendations in the initial audit had reduced the introduction of risks in the process, simplified tasks, and improved the overall quality and delivery of outputs.

### 1ST PHASE



#### Optimizing marketing operations

The client has recently focused on optimizing their marketing operations and reducing campaign time-to-market by 50%. They sought Munvo's expertise to analyze their operational ecosystem and provide industry-leading recommendations supported by a timeline of scalable solutions.

# Solution



## For audit 1

Munvo leveraged a combination of solutions to provide a roadmap for seamless campaign execution. These solutions included standardizing creative templates, automating processes using technology, cross-training and upskilling resources, and adding additional quality assurance controls. Munvo quantified the effort and risk values based on the relative level of effort required by teams and the subjective probability and impact of risks occurring. Munvo recommended best practices to reduce these risks.



## For audit 2

Munvo applied the same methodology as in the first audit to assess the impact of the recommendations implemented by the client. We provided a final audit report to confirm the effect of changes on risk mitigation and the overall effort required at each phase of the campaign execution process.



## For audit 3

Munvo identified gaps in the client's operations ecosystem concerning data, people, processes, and technology, based on leading industry trends. They eliminated redundant tasks, technologies, and outdated technical processes, providing insightful recommendations and tools to validate each recommendation's cost, risk, effort, impact, and dependency. Munvo presented this to our client in a timeline spanning three, six, and nine months.

# Benefits

Overall, Munvo provided the client with a range of solutions that helped optimize their marketing operations and improve the efficiency and effectiveness of their campaigns. The client successfully reengineered their campaign execution process with added controls and approvals, resulting in seamless and error-free deployment. This mitigated risks, improved their reputation, and overall led to increased confidence in their CRM expertise.

Additionally, Munvo's process improvements resulted in close to perfect execution of campaigns over time, further enhancing the client's reputation and driving organic growth for their account. As a result, the client was able to expand their scope of work and onboard new business units, increasing their revenue and market share. Overall, Munvo's solutions helped the client achieve their operational optimization goals and campaign time-to-market reduction, resulting in significant benefits for their business.





## Results

- ✓ Provided a **clear way forward** that accounts for end-to-end operations across the entire Campaign Execution Process.
- ✓ **Improved processing times** for campaign files by **657%** and Opt-Out/Feedback files by **2577%**.
- ✓ **Improved functionalities** with reduced dependencies, dissolved silos and decommissioned two redundant technologies/tools.
- ✓ **Increased campaign throughout** by more than **40%** year-over-year.
- ✓ Enabled the ability to **manage more complex use cases** with fewer operational steps.

### Quote from Munvo



Optimizing utilization of available technologies and resources, onboarding expert leadership, and establishing end-to-end governance of campaign management - that was our approach. Our client truly valued our recommendations as they enhanced their operations and prepared them for efficient growth.

— Kim Langford, MO Practice Lead at Munvo