Fringe Benefit Group

Benefitting from native integration

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Challenges

- No integration between their email marketing solution and other business systems meant siloed data and segmentation inaccuracies
- Their system's inflexible design options and lack of reporting tools made for a low-performing email marketing program
- A lack of other marketing tools available in their marketing technology stymied the growth of their marketing efforts

Solution

- Implemented the ClickDimensions marketing automation application to take advantage of the solution's native integration to Microsoft Dynamics
- Utilized ClickDimensions' robust email editors and reporting tools to overhaul their email marketing program
- Expanded beyond email into using other marketing automation features

Results

- Streamlined marketing processes, saving time and increasing efficiency
- Greater audience engagement by connecting with the right audiences at the right time
- Improved insights into marketing performance

For more than 30 years, Fringe Benefit Group has designed programs that simplify the benefits process for employers with hourly workers. They offer products from the nation's leading carriers and are known for their full-service suite of tools and services that greatly reduce the burden of plan enrollment and administration.

"It Was Really Holding Us Back"

Fringe Benefit Group knows about simplicity. As a benefits solutions provider, making a complex process simple is one of their key commitments to customers. Despite their emphasis on the value of simplicity, in 2014, they could not count on the same from their marketing technology.

"Before we launched Microsoft Dynamics, we had a stand-alone email system that didn't communicate with our other systems, which led to a variety of complexities, inefficiencies and inaccuracies," recalled Brittney Greer, Digital Marketing Manager at Fringe Benefit Group. "It made for sloppy campaigns. Sometimes emails were going to the wrong audiences. It was time-consuming to get data from one system to another and back again. There was an incredible lack of organization and it was really holding us back in terms of what we could achieve with our marketing."

In addition to the data issues they faced with their existing marketing technology, the Fringe Benefit Group team was also hindered by the system's inflexible design options and lack of reporting tools.

"The previous system had limited options for letting us control the look and feel of our email templates to our liking, which was very frustrating from a branding perspective," Greer remarked. "And to make matters worse, the reporting features were subpar – leaving us in the dark about how our email campaigns were performing."

With only email marketing available in their current solution, Fringe Benefit Group also didn't have the tools they needed to grow and make a bigger impact with their marketing efforts.

Implementing More Robust Technology

With their list of frustrations with their marketing technology continuing to grow, Fringe Benefit Group set out to find a better solution. "We knew that our marketing success depended on implementing more robust technology," added Greer.

"ClickDimensions helps our team track customers throughout their journey with us. With these insights, we are able to make adjustments where needed in order to acquire the most engagement and conversions from our target audience – and it all happens directly within Microsoft Dynamics."

Brittney Greer
Digital Marketing Manager
Fringe Benefit Group

The team's search for that technology was short-lived. "When we saw ClickDimensions' native integration to Microsoft Dynamics, we didn't need to look any further," explained Greer. "We knew that having all our marketing and CRM data in one place would be a gamechanger."

After a quick implementation of the ClickDimensions marketing automation solution, the team at Fringe Benefit Group was able to get to work overhauling their email marketing program. With a variety of email editors tailored to different skill levels and a variety of reporting tools at both the campaign and individual levels – all right within Dynamics – ClickDimensions delivered everything they needed to take their email marketing to the next level.

"We also appreciated the full feature set of a true marketing automation solution, finally giving us opportunities to connect with our audiences beyond email marketing," Greer said.

Efficient, Engaging and Growing

Shortly after getting up and running on the ClickDimensions marketing automation solution, the Fringe Benefit Group team realized the first of many benefits of the technology – streamlining their marketing processes.

"It was no longer a nightmare, more like a dream. With all our data in one place, we saved so much time versus our previous processes. We have also been able to streamline creation of our drip campaigns, which has made us more efficient," Greer said. "It's such a relief to be able to spend more time on the marketing tasks and initiatives that really matter."

Using ClickDimensions' campaign automation, Fringe Benefit Group was also better able to connect with the right audiences at the right time. This has led to an increase in their customer engagement.

"As an example, we created a campaign automation for an event we were hosting for our channel partners and their members. We were able to not only fill the registration, but we had to get a new venue because the original room ended up being way too small for the number of registrants. ClickDimensions helped us to accomplish this because we were able to send the right messaging at the right time, which significantly increased interest in our event," Greer shared.

The reporting tools in ClickDimensions have also helped ease some pains Fringe Benefit Group felt with their previous marketing technology.

"With ClickDimensions, we have far more access to the recipient's engagement with our emails – did they open, click, what did they click, how often, etc. These insights have helped us give our audiences what they are looking for from our communications," Greer remarked. "And it's always great to know that you can accurately report to your superiors on your marketing performance. Before ClickDimensions, I did not have that confidence."

 Visit www.clickdimensions.com to learn more about how our solutions can help your organization.