

# E-mailing

in company

## MCAE Systems, s.r.o.

For more than 20 years, MCAE systems (Mechanical Computer Aided Engineering) has been helping customers to discover the world of 3D technologies and the endless possibilities they offer. Facilitating the reinvention of designing, product development, and manufacturing processes, the company is constantly pushing the limits of established industrial procedures. They are a valuable partner for everyone who needs to develop, design, create, measure, test, and manufacture. Their 3D technologies enable the clients to do things differently, innovatively, efficiently, and cost-effectively.

MCAE



**70%**

conversion  
increase



**60%**

less time needed to  
prepare the campaign



**99,9%**

stable  
deliverability rate



**6%**

click rate  
industry average – 2%



**30%**

view rate industry  
average – 20%



**100%**

increase of the email  
campaign volume in  
the first half-year



**10 000**

more than 10,000 emails  
sent within several  
minutes every month



**55%**

cost reduction  
compared to the  
original solution

### Basic information about the project

The marketing tools used by MCAE Systems include mass emailing. However, the emailing application they had used in the past did not quite meet their needs. They needed a solution that would help them create email campaigns more easily and quickly, thus contributing to an increase in **marketing efficiency**.

## Solution



The connection with the **Salesforce internal client database** has been established and the clients thus receive tailored content which may potentially interest them, including personalised greetings that increase the trustworthiness of the sender.



A **universal email template** has been created, respecting the corporate visual identity of MCAE. The template is easily adjustable for a specific brand or campaign in a simple Drag&Drop editor.



The results of the individual campaigns are **easy to evaluate**, facilitating even better targeting for specific clients based on the evaluation.



The product is **constantly being expanded**, and the clients thus always have the latest version at their disposal.



With the solutions from [emailkampane.cz](https://emailkampane.cz) and Sprinx Consulting we are able to create an email campaign within an hour using Salesforce, sending out thousands of emails with almost 100% deliverability. Moreover, we don't need to bother with the graphic design because the templates are tailored to fit perfectly to our corporate visual identity. Most importantly, the email campaigns have increased the conversion rate and that is, ultimately, the aim of all marketing campaigns.

**Helena Matalová**  
Marketing Manager  
at MCAE Systems

## Sprinx Consulting

Sprinx Consulting s. r. o. is a subsidiary of Sprinx Systems, a. s., a Czech technology company. We specialise in consulting services regarding the Salesforce and VEEVA platforms, including their implementation. Other areas of expertise include "front-end" systems or, in other words, web based solutions that are used directly by the common user. They may take the form of websites, portals, web shops, integrated reporting and managerial interfaces (MIS), application hosting or economic system hosting – whatever you need, we are here to advise you and take care of the entire implementation of the selected solution. Last but not least, we offer services associated with "Big Data" as well as tailored software development.