

the digital catalyst.





## Global Delight uses cmercury's triggered-email automation workflows to engage and convert their Boom 3D Free trial installations into paid subscribers.

### Meet Global Delight:

Global delight is a leading software company which develops cross-platform audio, video, photography applications. Established in 2007, Global delight's products are used by over 30 million consumers globally.

### The Business Case:

Global Delight wanted to automate the prospect engagement workflow for Boom 3D, an innovative sound booster and equalizer mobile cum desktop application.

Since the plan had multiple levels based on the customer engagements and actions, manual execution of these campaigns turned to be less effective as well as time-consuming.

The GD team had these 2 major goals when they chose to use cmercury:

- Automate the user engagement process for newly registered App users.
- Support targeted promotions for these users and convert them into paid subscribers.

## The Approach:

Based on the customer engagement metrics of their previous campaigns along with the user behavioural patterns as well as the demographics, GD team suggested a structured email workflow for engaging the new registrants.

The content was designed with the intention to convert free trial installations to paid subscribers.

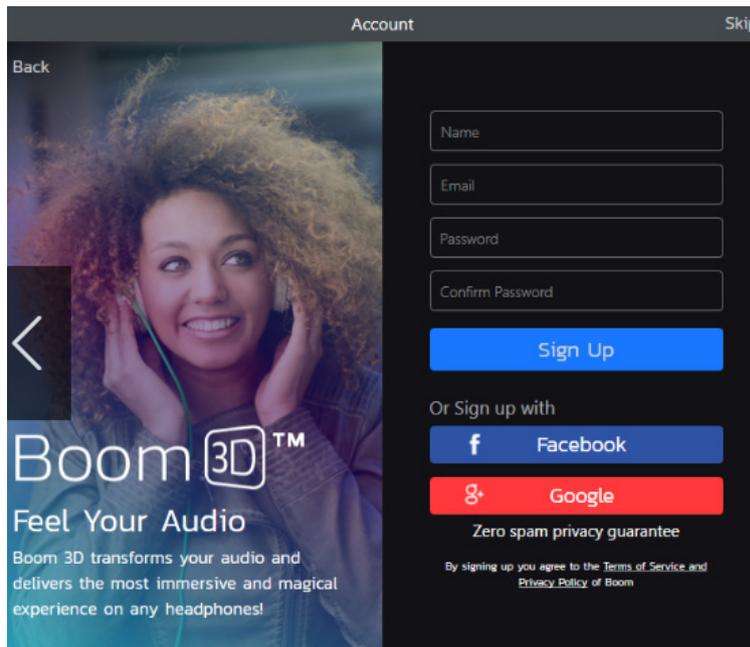
GD team also wanted to make sure that rather than bombarding the new users with continuous communications, target them based on their engagements on emails at fixed interval schedule.

## The Process :

The team at cmercury proposed a streamlined support solution and built a detailed project plan that ensured maximum customer engagement and conversion. The steps involved are as follows:

### 1. Collecting user data using cmercury Email API and Integration.

The process initially involved fetching the user data using **cmercury Email API** when users sign up for free trial of the App.



The fetched data is then auto-fed to the mailing list and trigger series are initiated.

Want to know how you can maximize benefits from API integration? Click here. <https://www.cmercury.com/resource-api/>

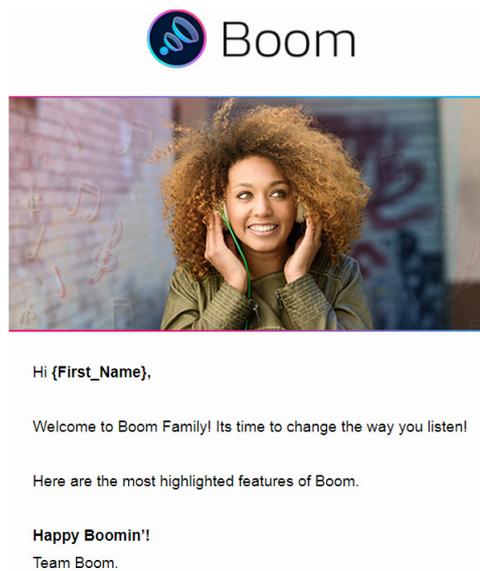
## 2. Automating email series using cmercury TCM (Triggered Conditional Messaging).

With its proven capabilities of automating customer journey based on user engagement, cmercury TCM was deployed for the implementation of the above use case. Using TCM, users can also setup messages to be triggered using other communication channels.

The system checks the user demographics like the OS (operating system) details of the user, and the corresponding trigger series are initiated.

Here are the detailed steps on how cmercury executed the triggered email workflow using TCM:

- The initial welcome email with intro to the product features. This email acts as the first step in building your brand impression along with an excellent opportunity to make a sale.



- Second mail is triggered after a few hours. The objective is to establish a deeper relationship with the prospect. The enticer (63% off on purchase) is included in this campaign.

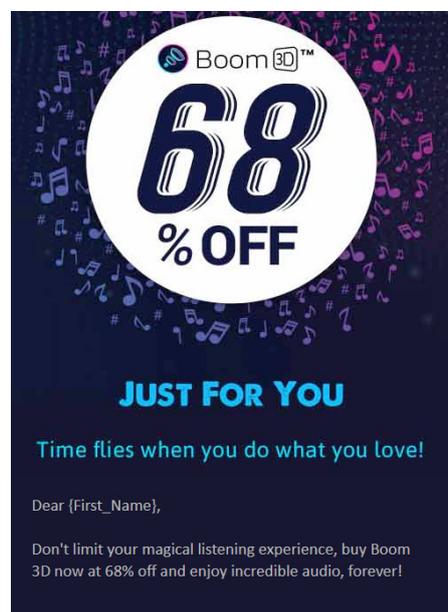


From day 2, the mailing sequence is continued depending on whether the new registrant purchases or not. The purchase information is auto fed into the trigger sequence and series is stopped if the user purchases the paid plan.

- The third mail sequence will be sent after 5 days of sign up and if the user has not purchased.



- After 10 days of sign up



- Reengagement mailer - after 15 days of sign up.



- Retargeting non purchased users - After 20 days of sign up.



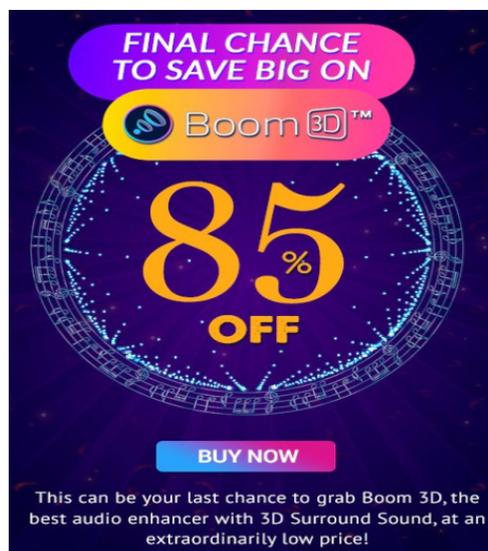


If the users purchase the product in any of the campaigns, they will be excluded from the future promotions of that particular product.

- After 25 days.



- The final email in the series. After 30 days



## The Outcome:

- Automation of new user signup, welcome and engagement series.
- Reduced manual intervention.
- Easier campaign management and tracking.

If you want to build similar engaging and successful customer journeys, subscribe to cmercury today. Get to learn more cmercury success stories from here. <https://www.cmercury.com/casestudies-doc/>

