



Palm Beach Tan: a unified and streamlined UX allows for time-saving journey mapping and campaign creation



THE CHALLENGE

The legacy, enterprise-level email service provider (ESP) employed on behalf of the brand was plagued by platform and support issues. On behalf of Palm Beach Tan (PBT), Archer Malmo sought a new partner to provide a seamless user experience, excellent support, and a solid deliverability record. We also needed to restructure the brand's data model to better reflect how it communicated with customers while adapting to changes with internal CRM and POS systems.

So PBT enlisted Marigold Engage to:

- 1. Improve customer journeys.** Make customer communications more immediate by incorporating transactional APIs into journeys.
- 2. Restructure data.** Use the Marigold Engage data model to get better insight to target and segment customers relevant to their interest and loyalty level.
- 3. Help the internet team.** Improve support and maintenance by migrating from another enterprise ESP vendor.

“Marigold Engage helped us better communicate with customers in the PBT loyalty rewards program. Setting up journeys, data models and templates were simple and straightforward, allowing us to focus more on strategy and design improvements.”

Gökben Yamandağ,
Chief Digital Officer, Archer Malmo

COMPANY INFO

Palm Beach Tan, the nation's largest indoor tanning provider, is now operating more than 550 franchised and company-owned locations in 38 states. Palm Beach Tan has more than doubled its footprint in the last five years through acquisitions, new construction and franchise growth.



COMPANY
Palm Beach Tan



WEBSITE
palmbeachtan.com



INDUSTRY
Retail



GEOGRAPHY
United States



PRODUCT
FEATURES

- Personalization/
Dynamic Content
- Segmentation
- Customer Journey
Automation
- 3rd Party Integrations

THE PATH TO SUCCESS

Due to varied operational and technical requirements, Palm Beach Tan needed a robust ESP that could support not only their automated email marketing program, but also an array of technical integrations. The platform needed to directly integrate with palmbeachtan.com to deliver coupons and customized SMS messages in real time, and to tie in directly with Palm Beach Tan's online web portal, My PBT, as well as other technologies and third parties. Due to these capabilities, Marigold Engage was chosen as the brand's new email platform.



To complete the transition from PBT's legacy ESP, Archer Malmo and Marigold worked together full time on this complex migration, focused on the following areas:



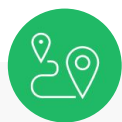
Data Modeling & Segmentation

Using Marigold Engage's robust data modeling tool and program, PBT was able to clean up and better segment their data for customized messages.



API Integrations

Implemented direct email deployments via the API to trigger emails in real time.



Journey Implementation

Implemented over 50 automated email journeys based on consumer behavior to Marigold Engage.



Team Workshops

Worked for several day sessions with the Marigold Engage team to ensure success during migration.

RESULTS

Marigold's stellar customer support was much faster and far more responsive than the legacy platform.

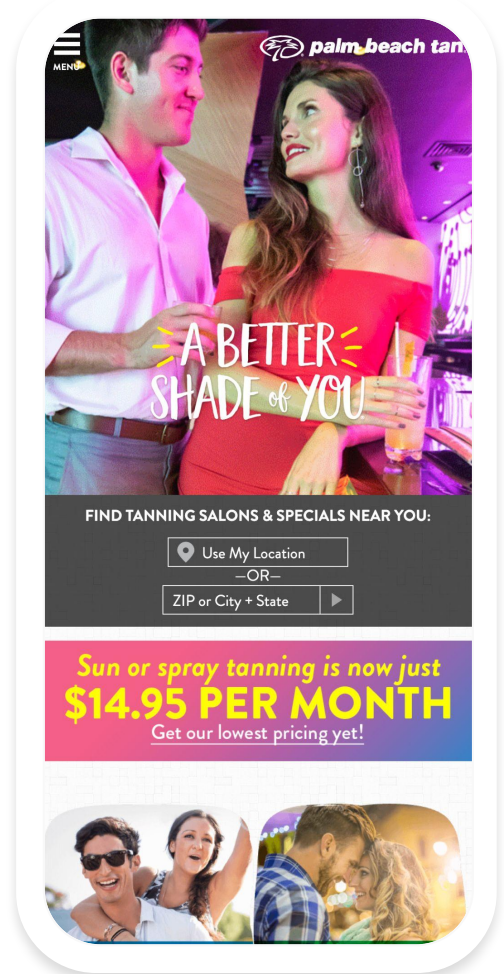
As a result of Palm Beach Tan's collaboration with Marigold Engage and Archer Malmo, the company saw impressive results, including:

80%

Decrease in unsubscribe rates, due to improved data modeling & Segmentation to provide the proper message to the right customer

65%

Increase in average spend among engaged users, resulting from robust journey builder functionality that improved communication based on users' offline and online behavior.



ABOUT MARIGOLD

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty and grow their business.

Today, Marigold is helping over 40,000 brands and organizations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalized customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalized service.

Find out more at meetmarigold.com

