underline

UNDERLINE CASE STUDY

Underline is a B2C book exploration platform whose mission is to unlock the true power of knowledge. Enabling users to not only learn more but also share your own perspectives with a deeply passionate community.
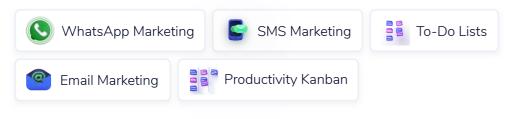
PROBLEM

Underline had three main issues when it came to their marketing: 1. Ballooning costs on email campaign software. 2. No obvious solution in the market to use for WhatsApp messaging campaigns. 3. No tool to use for multi-channel campaigns, combining different types of outreach to maximize and personalize their paid acquisition.

SOLUTION

Through Naologic's marketing automation apps, Underline was able to achieve cost savings of over 70% monthly on their email campaign solution (switched from MailChimp). Equally important, Underline is now able to send WhatsApp, SMS (closed beta) and email campaigns ton their leads and mailing list, all from the same platform leading to a 11%. growth in acquisition through marketing campaigns.

APPS MARKETING AUTOMATION SOLUTION USED

| WhatsApp Marketing | SMS Marketing | To-Do Lists |
| Email Marketing | Productivity Kanban |

PRODUCTS REPLACED BY NAOLOGIC

mailtrack mailchimp Airtable HubSpot Yesware