

Miraclon

Global Email Deployment and Management

THE SITUATION:

Miraclon is a new independent global company that is the home of KODAK FLEXCEL Solutions for the flexible package printing segment. Miraclon was looking for a reliable marketing partner to design, develop, deploy and manage their worldwide email communications to four global regions in nine languages. The two most essential communications are *The Flexcel* and *The Plate*. *The Flexcel* is a new e-Newsletter that keeps customers up to date on KODAK FLEXCEL news, insights, and tips. *The Plate* is a monthly publication with insightful stories from across the flexo community and industry.

OUR SOLUTION:

Following Miraclon's new brand standards, Zeller designed and developed clean responsive emails for *The Flexcel* and *The Plate*. We tested and debugged the emails in a wide variety of email clients and devices to maintain visual consistency for all users. The emails were built, scheduled, tracked and managed in the Salesforce CRM platform, Pardot.

THE RESULT:

Zeller executes Miraclon's multi-lingual email communications allowing Miraclon to quickly deliver important messages to existing and potential customers. Miraclon is able to seamlessly increase communication efforts globally.

