

# App Modernization – Email Newsletter Designer For Automating Marketing Campaigns

## Objective

Our client wanted to re-develop its existing email design software and update the application by adding latest email newsletter features and use latest digital technology. We helped our client by modernizing its current application and aiding the marketing team in creating a useful HTML newsletter for maximizing campaign effectiveness and improving customer engagement.

## Challenges

- Address the current limitations and challenges related to the existing editor software, and take product to the next level
- Support creation of mobile responsive HTML emails and newsletters
- Build a user-friendly solution with more interactive features
- Automate marketing campaigns

## Approach

We followed the Waterfall model and developed a proof-of-concept (POC) web application. It covered essential features like:

- Email/Newsletter Structure
- Captivating Headlines by H1, H2, H3, H4
- Mobile optimized content
- Adding Suitable visual elements
- Integrating effectual Call To Action (CTA)

After the success of the POC application, we developed a full-fledged product which underwent performance validation and verification using live data. The newly formed solution delivered the desired output – an efficient HTML newsletter design. A team of three software developers, one QA tester, one Technical Lead and one project manager successfully modernized the existing application by leveraging MySQL, jQuery, and CakePHP technologies. After successful testing, we integrated the new solution into the current software through application modernization services.

## Business Benefits

- Intuitive editing with drag-n-drop email newsletter builder
- Email Campaign Automation with detailed reporting & analytics
- Tablet & mobile ready interactive layouts
- Includes pre-built templates for email & newsletter designs

## Industry Segment

Digital Enterprise

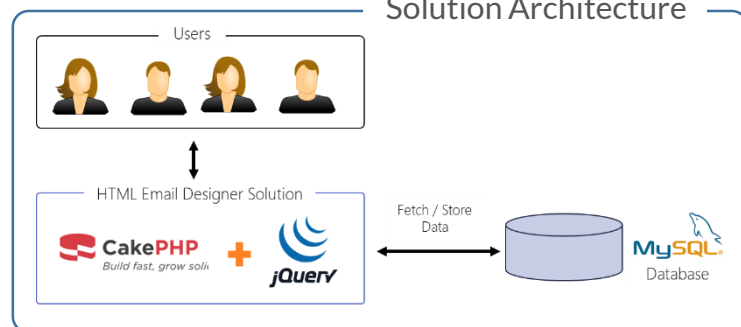
## Customer Profile

US-based digital marketing enterprise, helping small businesses leverage digital products to grow their businesses efficiently

## Technology and Tools

- CakePHP
- MySQL
- jQuery

## Solution Architecture



## About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



www.rishabhsoft.com

sales@rishabhsoft.com

US: +1 877 747 4224

UK: +44 207 993 8162