



CASE STUDY

Sendoso Trusts DataGrail to Integrate Customer Experience and Privacy

www.datagrail.io



Sara Koppes
Marketing Operations



THE CHALLENGE

Sara Koppes, the sole marketing operations employee at Sendoso, a fast-growing company with **330% growth** in 2019, is responsible for a tech stack of **over half a dozen systems** and counting.

Managing the subscription and privacy preferences for **thousands of personal records** across all of them would require hours each week she doesn't have.

THE SOLUTION

Using DataGrail's Preference Card, Sara is able to:

- Instantly and easily **synchronize end-user preferences** across all sales and marketing solutions so that customers will only be communicated with in the ways they request
- **Save hours** each week without micromanaging this herself, and **thousands of dollars** for someone to potentially manage these subscription preferences manually
- Provide the entire Sendoso organization **peace of mind**, knowing that its brand reputation will not be tarnished by a negative customer experience.

Choosing DataGrail for its Fast Onboarding and Ease of Use

With over half a dozen disparate technologies in place to optimize marketing and sales processes, Sara and her CMO recognized early on the need to sync all communication preferences across all systems to maintain customer trust:

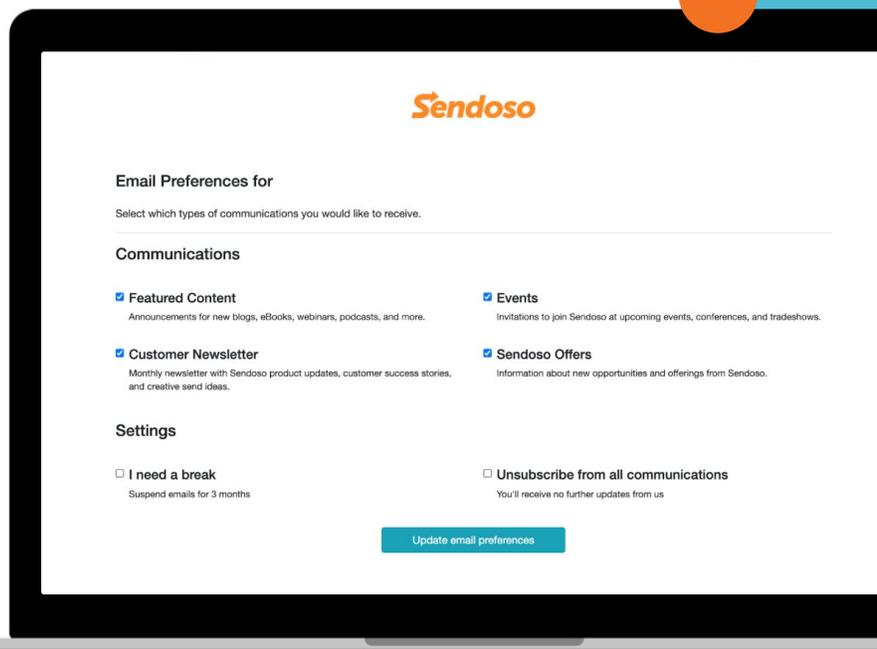
“We have so many different communication platforms in our tech stack to enable our teams. Whether it was SalesLoft to Outreach to ChurnZero to Marketo, we needed a way to manage everything in a single hub. It was really crucial for us to choose a tool that we could set up and forget; it’s working in the background and you feel confident you don’t need to micromanage the system. For us, that was DataGrail.”

In addition to the ability to set-it and forget-it, Sara highlighted the experience with DataGrail’s customer success team. When asked about how long the process took from purchase date to go live, she recalled her surprise at the speed of implementation saying, “Honestly, the onboarding process was very simple to the point where I thought, ‘That’s it?’”

Once implemented, DataGrail’s 300+ pre-built connectors for common business systems do the heavy lifting, synchronizing updates across all systems to make sure a customer’s preference changes are reflected everywhere they need to happen.

For the Sendoso team, this frees up time for marketing and sales operations to prioritize other impactful business projects and avoid the tedious work of manually QA’ing and managing individual privacy and subscription preferences.

“A lot of my system implementations take six weeks or longer and DataGrail was so simple to get up and running. From there you can build as you go, which is critical for a hyper growth company like Sendoso.”



As of June 2020, Sendoso, a gifting platform focused on customer experience, had to manage communication preferences across these 8 systems and counting.

To simplify the workload on marketing operations, they implemented DataGrail's Preference Card.



An Ongoing Partnership

Sara highlighted the partnership between Sendoso and DataGrail as unique from other software vendors she interacts with, saying “the best thing about working with the DataGrail team is their responsiveness. Anytime we have new integrations, it isn’t an extra cost or hassle to incorporate them, but rather a mindset of let’s grow together, which is so refreshing.” Sara added:

“What I like about DataGrail is that every time I speak to our CSM or anyone from the team, it’s a very consultative approach. I truly feel like you guys are the expert and I feel comfortable trusting your opinions and I think that’s super important with something like compliance, because it is scary. You want to make sure that the team you’re working with really supports you and knows what they’re doing.”

The partnership with DataGrail and Sendoso goes beyond marketing. Using the DataGrail Platform, the legal and IT teams are able to automate manual data mapping tasks with DataGrail Live Data Map and automate privacy requests with DataGrail Request Manager. Sendoso’s CEO and Co-founder, Kris Rudeegraap, sums it up:



“[DataGrail] Makes it dead simple to manage compliance around GDPR, CCPA, etc. Must have software in today’s world.”

“For our team, our main focus is always customer experience. So, how do we improve the customer experience from lead to customer? And then how do we improve our onboarding experience?”

We want to ensure our customer is only seeing what they want to see and that we’re not bombarding them with communications they didn’t request. We do want to talk to our customers, but there’s a fine line between sending them everything and sending them only what they want to see.”

The ROI goes beyond the dollars

Beyond the time savings, the biggest priority for Sendoso is keeping customer experience at the heart of everything they do. DataGrail’s Preference Card avoids the lackluster user experience of unsubscribing to a marketing email and still receiving emails from sales or product teams at the same company. Sara called out the lack of emails she receives asking to be unsubscribed compared to past marketing operations experiences she’s had, saying:

“We don’t get emails from frustrated users asking to be unsubscribed. In marketing, we’re accustomed to the occasional angry outburst of, ‘What the heck, take me off this list.’ We just don’t have that problem here at Sendoso.”



About Sendoso

Sendoso's Sending Platform describes itself as the most effective way for revenue-driving teams to stand out with new ways to engage at strategic points throughout the customer journey. By sending personalized gifts, branded swag, and eGifts at-scale, Sendoso customers see significant time savings per campaign, an increase in conversion rates, and higher retention rates. Customers include Adobe, Nasdaq, Zuora, Thomson Reuters, and more. Sendoso uses the entire DataGrail Platform, including Live Data Mapping, Request Manager, and Preference Card products to ensure continuous compliance for their customers.



Learn more about DataGrail

Show customers you care about their privacy - delight them with a single place to manage their consent and email preferences. Like Sendoso, most companies have multiple email systems that aren't in sync, frustrating customers. DataGrail does the heavy lifting, synchronizing any updates across all your business systems, making sure a customer's preference changes are reflected everywhere they need to happen.

To learn more about DataGrail, please visit www.datagrail.io or follow DataGrail on [Twitter](#) and [LinkedIn](#)

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