

Case Study: Cyberbia Interactive

Reseller Profile: Cyberbia Interactive is a Web Design Agency based in the Designer district of Crows Nest, Australia. Their clients include such well known names as: Adobe Pacific, Schwarzkopf Australia, and Business Software Association of Australia.

The Challenge: One of Cyberbia Interactive's major clients, Adobe, was sending thousands of emails weekly through Cyberbia. Whilst Cyberbia had originally outsourced the backend of the EDM's (Electronic Direct Mail) to another company, they were finding that they were under increasing pressure to improve the system as it was a very manual and time consuming system, which resulted in minimum margins being achieved.

Additionally, due to their growing relationship with Adobe, they were continually being offered more departments and were concerned that their existing system would not cope.

The Solution: Cyberbia's Director, Colin Laidlaw, met with Ezemail and was impressed with the Ezemail solution, as well as with the Reseller Program. Within a couple of days, the solution had been re-branded and was in use, running a campaign. Adobe loved it and Cyberbia loved it. Within a month, Cyberbia had acquired an account with another department of Adobe and a third department signed up soon thereafter.

The Benefits: "Ezemail has proven to be a much needed missing link in my business. The growing popularity of corporations distributing marketing communication online is growing steadily." Laidlaw said.

Interactive Cyberbia has sent out over 300,000 html emails within the last year using the Ezemail system. Their major client, Adobe Systems Asia Pacific, are using it to communicate to their Sales Channel throughout Asia on a weekly basis. According to Laidlaw: "The marketing people at Adobe who have seen the system particularly love the instant statistics you can view so as to ascertain response rates and ROI for individual campaigns."

The Future: Adobe has many campaigns coming up later this year for seminars and roadshows, and will assess the feasibility of the event registration side of the business using EzeEvents. Interactive Cyberbia hasn't stopped with just Adobe, they are continually signing up existing and new clients using Ezemail as their tool for achieving the account. Laidlaw also stated, "All these entities like what they see and are planning to do more online communication and distribution in the near future. I'll be doing my best to make sure they use Ezemail."