



# Your Reliable SFMC (ExactTarget) Execution Partner

Email Uplers is a full-service email marketing agency. We are a team of **Salesforce Certified Developers, Administrators, Campaign Managers and Email Specialists** ready to take your Salesforce campaign ROI a notch higher.

With **70+ certified** and experienced experts in our team, we efficiently, effectively, and quantifiably manage your marketing campaigns in the CRM.

From handling campaign assets to validation and scheduling and from setting up journeys to reporting, analysis, and optimization, our Salesforce Experts handle your campaigns end-to-end. We've completed **800+ projects** till date.





How we can help you with  
**SFMC Projects?**



# Project to Project

Share your brief around SFMC AMPscript, SQL query, Journey Creation, Campaign Creation, etc.  
The Email Uplers team would send the quote based on the brief.  
Once you approve the quote, we will start the execution and deliver the output according to your expected timeline.



**Build email  
templates in SFMC**



**Build Journeys in  
SFMC**



**Build DE / SQL query  
in Automation Studio**



**Migrate to salesforce  
from any ESP**





# Recurring Model

Want to avail of any of our services on a recurring basis? Share your custom requirements with us and we'll offer bespoke solutions month-after-month without fail.

Whether it is setting **10 email campaigns per month** or building **3-4 customer journeys**, we would love to assist you on a monthly basis.



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# Dedicated Resource Team Model



01

## Share Your Requirement

Share complete roles and responsibilities, must-have skills, necessary market experience and budget.

03

## Managed and Monitored

The talent is managed under a subject matter expert for all the tasks assigned to them.

02

## We Shortlist Best Fit

We will share the proposed team / resource based on your needs.

04

## Get Continued Support

Uplers take full responsibility of the performance and deliverables of the talent working for you.

# Certified SFMC Experts

Our certified Salesforce specialist will work as your extended team member for your long-term requirements, align to your processes, and work in your time zone. This model helps you save up to 40% of your hiring cost.



# How our Dedicated Resource can help with SFMC Execution

- Create dynamic email templates and resolve complex coding issues
- Automate campaigns and set up complex journeys in Journey Builder
- Build personalized or dynamic emails and landing pages in SFMC
- Create custom data extension using SQL queries and filters
- Ability to configure and set-up data models (data extensions, shared data extensions, contact model)







## Why you should opt for our SFMC Managed Services

- SFMC Execution Expertise
- Flawless execution at 99.98% error-free rate
- Experience of working with 5000+ global clients
- Availability in your time zone
- Right-fit resources for your unique requirements
- Resources aligned with your processes
- Monthly feedback review to track the progress



# Studios our experts excel in



Email Studio



Automation Studio



Journey Builder



Personalization Builder / Einstein



Social Studio



Mobile Studio



Advertising Studio



Web Studio



Interaction Studio

# Here's how Dedicated Offshore Talent makes a difference

## **Cost saving**

On an average, you save upto 50%-60% of your cost by outsourcing to India. Email Uplers has all the campaign managers, email developers & project managers you require in India.

## **Save on infra & tech**

Eliminates the need for investment in infrastructure, hiring, training, & other administrative costs of outsourcing.

## **Empowering innovation**

Helps you focus on being cutting-edge in the industry.

## **Access to skilled resources**

India has a professional community of more than 1,500,000 professionals.

# Here's how Dedicated Offshore Talent makes a difference

## **Time zone compatibility**

Trust Email Uplers to align its working hours with yours, always.

## **Consulting support**

We got you covered for all the “ifs and buts” of offshoring.

## **Say goodbye to hiring hassles**

No more hiring hassles and overcoming of shortage of talent.

## **Focus on bigger tasks**

Hand over day to day tasks to us and focus on core management duties.



# How Email Uplers Helped Weight Watchers

## Challenges:

- They required a reliable ESP Migration provider.
- They were looking for a quality email development partner.
- Wanted quick turnaround time for email templates.

## Solution:

- Developed 1900+ email templates for Weight Watchers till date.
- Assisted them with the fastest turnaround time in the industry of 8 hours
- Migrated from SFMC to Braze ESP.

Read More - <https://email.uplers.com/casestudies/weight-watchers/>





# How Email Uplers Helped Acima

Acima was looking for dedicated experts to help them maximize the potential of SFMC for their email marketing campaigns. They approached Email Uplers and onboarded our dedicated resources, who have, till date, created 100+ email templates and flawlessly run multiple campaigns for Acima in SFMC. The client vouches for our expert dedicated resources, and the journey continues.

## The journey

- 2018 - We started with creating and integrating emails in SFMC
- A year later, they onboarded our dedicated email developer and SFMC campaign manager
- Acima decided to bank on our resources for managing the intricate Cloud Pages application
- The dedicated team manages Acima's SEO strategy and has helped them rebrand and migrate from Acima Credit to Acima.com
- We also provided landing page support



# Dedicated Resource Model



## Client Testimonials

email uplers

**“Email Uplers had the perfect model for me ”**

**Sanj Badhan**  
Director of eCRM  
Landsec

REVIEWS

REVIEWS

The testimonial card features the email uplers logo in the top left. The main quote is in large, bold black text. Below it is a circular portrait of Sanj Badhan. To the right of the portrait is his name and title. The background has a light blue and yellow abstract design with the word "REVIEWS" repeated in a light grey font.

**WORDS FROM OUR CLIENT**

“

- Invaluable partner
- Highly adaptive teams

**Matthew Allred**  
ACMA credit

The testimonial card has a yellow and white background with diagonal stripes. It features the heading "WORDS FROM OUR CLIENT" in bold black text. Below this is a large opening quotation mark. To the right is a circular portrait of Matthew Allred. Below the portrait is his name and title. A box containing two bullet points is positioned to the left of the portrait. The bottom right corner has the name "Matthew Allred" and "ACMA credit" in small text.



# Contact Us for a CUSTOM QUOTE

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