PUMEX

Marketing Automation Research

Regulatory Affairs Professionals Society

RAPS REGULATORY AFFAIRS PROFESSIONALS SOCIETY

About RAPS

The Regulatory Affairs Professionals Society (RAPS) is the largest global organization for those involved in the regulation of healthcare and related products, which include medical devices, pharmaceuticals, biologics, and nutrition products. RAPS helped establish the regulatory profession and continues to actively support the professional and lead the profession as a neutral, non-lobbying nonprofit organization.

Executive Summary

RAPS engaged Pumex to provide an alternate solution to their legacy email automation platform, Higher Logic. RAPS stated over a dozen serious issues with Higher Logic and tasked us to explore a wide range of alternatives to better align with their organization.

The Challenge

The RAPS marketing team asked us to address the ongoing concerns of:

- Poor customer support
- Dated user interface.
- Easily integrates with LMS solutions
- All landing pages requiring coding
- 3rd party script tracking capabilities
- Embeddable landing pages
- Ability to import 3rd party templates
- Forward to a friend capability
- Segment email list by 3rd party platform taxonomy
- Limited tracking capabilities
- Insufficient analytics reporting
- Subscribe & unsubscribe functionality issues

The Solution

We evaluated 18 email platforms by using the following methods:

- Analyzing customer reviews.
- Viewing tutorials.
- Attending system demonstrations and webinars.
- Conducting conversations with each platform's technical support team.
- Reviewing technical documentation.
- Testing features within the email platforms.

Results

We evaluated 18 email platforms by reviewing capabilities listed on the platform websites, scheduled demos with sales agents, conducted calls with technical staff members, and reviewed technical documentation. Of the 18 email platforms, 14 did not meet the basic requirements provided in the client discovery due to their limited capabilities, lack of bi-directional API integration, ease of use, landing page options, custom form building, opt-in/opt-out management, automation, and scalability. The RAPS' marketing team was able to quickly and efficiently select a replacement marketing automation platform based off the report recommendations and has migrated to the new solution.