



NeuroLeadership Institute Leverages NetSuite to Ensure *You've Got Mail*

“Explore Consulting was able to quickly assess our requirements and deliver an optimal and automated solution that will save us hours of manual data management. Their consultants worked with us to understand what we were looking to accomplish and used it as an opportunity to teach us more about NetSuite best practices.”

- Gabe Berezin, Digital Marketing Manager, NeuroLeadership Institute

Background: The NeuroLeadership Institute is a leading global research organization and the pioneer of bringing neuroscience to leadership. Since its inception, the Institute has united the world’s foremost neuroscientists, leadership researchers and organizational practitioners with the purpose of transforming how we think, develop and perform.

Issue: NeuroLeadership uses NetSuite to send and manage their Marketing Campaign emails that are distributed to their leads, prospects and existing customers. Since they’re dealing with hundreds of thousands of records, managing a large amount of incorrect or bounced email addresses can be a laborious and time-consuming process for their marketing team.

Criteria	Results	Highlighting	Available Filters	Audience	Roles	Email	Audit Trail	Execution Log
Use this tab to specify criteria that narrow down your search.								
<input type="checkbox"/> USE EXPRESSIONS								
Standard • Summary •								
FILTER *	DESCRIPTION *							
Inactive	is false							
Campaign Response : Date Created	is within previous rolling year							
Campaign Response : Response Detail	is not Queued							
Global Subscription Status	is any of Soft Opt-In, Confirmed Opt-In							
Multiple Campaign Failures (Custom)	is false							

Solution: Explore’s consultants worked closely with NeuroLeadership to explain how NetSuite’s marketing campaigns behave and record detailed responses. In doing this they were able to collaborate on the specific business criteria that was needed to determine that a

Case Study Snapshot

Industry: Professional Training & Education

Solution: Automated Marketing Campaign Workflow

Customer Success: Optimized and targeted email marketing campaigns

customer had a history of failures with no successful email deliveries. Explore then developed an automated workflow that executes on a schedule (once a week during non-peak times) to set these leads and customers to a soft opt-out status that will prevent them from receiving future emails until their email address has been updated and/or validated within NetSuite.

Results: NeuroLeadership now can rest assured their email marketing efforts are optimized and can create and deliver email campaigns to consenting customers with confidence. By increasing the probability of campaigns that are replied to and decreasing the amount of invalid addresses, NeuroLeadership is aligned with NetSuite’s best practices, which leads to a faster delivery time and an increased likelihood that their emails will not be flagged as spam. Additionally, they now have custom reports that allow them to review and manage the leads or customers that have been flagged for multiple failures in order to either correct their email addresses or disposition the record.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in cloud-based solutions for more than 14 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards, and was recently named as 2014 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com