American Wedding Group's Transactional Solution
Premiere wedding services company uses
Goolara Symphonie to create one-on-one mailings.

Background

The American Wedding Group (AWG) began life in 1978 as The Pros, offering mobile disk jockey services for any type of event. Over the next few years, the company expanded to become a full-service wedding services company, adding videography and photography to the list of services they offered. "We started with primarily brick-and-mortar sites, and less of a web presence," Keith Tessler, the Co-President and Chief Operations Officer, said. "The company was growing and we had locations along the Eastern Seaboard from Boston to Washington, Florida, and Los Angeles" When the economy dipped, AWG decided to close some of their physical locations and switch to a more Internet-based model. This turned out to be exactly the right move at the right time. Today, the company offers wedding services in 60 of the most active markets in the United States.

Challenge

The inherently intimate and personal nature of weddings dictated the nature of the company's correspondence. The old "batch-and-blast" approach could not work in a field where every event and situation is intentionally unique and special. To handle this, AWG created a proprietary database management system that could keep track of large amounts of data and act on it in a timely manner.

To do this, AWG needed an email marketing solution that could respond in real time to requests from the company's DBMS. Emails, triggered by various conditions, are populated with the appropriate information and sent out as needed. But sending out the emails was only half the battle. They also needed full reports on the emails to check and verify things such as open rates, clickthroughs, and any ISP issues that might arise.

Solution

"We looked at and studied every piece of email marketing software that was available," Tessler said. "Our choice to go with Goolara was based primarily on three things: A great API, a low cost of ownership for an on-premise solution, and terrific deliverability service." For security and in-house integration reasons, AWG decided to go with the on-premise version of Symphonie. "One of the key features we use with Goolara's Symphonie is the database connector which allows us to read our CRM data in real-time, and without writing any code." Information about recipients and their demographics is read directly from their CRM, so no synchronization program had to be written to move or manipulate the data before it became available for email marketing purposes.

Result

AWG considers many factors about customers to tailor the email to them. These are treated in Symphonie as dynamic content logic conditions, allowing real-time decisions on what messaging to insert into the content and relieving AWG of the need to write additional code outside the email marketing application. The system responds to each client's information in real time and does not require time-consuming cross-platform duplication of data. All mailings, therefore, are current and timely. "We're sending out 30,000 to 40,000 transactional email a day," Tessler said. "We will soon begin sending even more messages, but we need to speed up our internal systems to keep up with Symphonie."

Executive Summary

Company: American Wedding Group
Headquarters: Huntingdon Valley, PA
Market: Wedding Services
- **Disc Jockeys**
- **Photographers**
- **Videographers**

Email marketing requirements:
- **Robust API integration features**
- **Dynamic transactional capabilities**
- **Deliverability Services**

About Goolara

Goolara has been in the email marketing business since 2005. Symphonie, Goolara's premiere email marketing solution is available in on-premise and cloud-based, SaaS deployments. The powerful software features many advanced capabilities, such as full-featured dynamic content, transactional and triggered email, and customizable report generation features. It is easy to use and runs from a browser-based interface using Chrome, Firefox, Internet Explorer, or Safari. Goolara is headquartered in Alameda, California and can be found online at www.goolara.com.