

# Gaming Company

- Interactive Email Form

**CASE STUDY**



## The Client

MAC had the opportunity to work with a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles. They're known for creating some of the most popular video game franchises. The company's awe-inspiring games have captivated esports fans across multiple generations of consoles.

## The Problem

The gaming company asked our team at Marketing Automation Canada (MAC) to build an interactive email form to capture live responses from email audiences for the launch of one of their popular games, which was released in Summer 2023.

The client's internal team wanted to gain insight into the characters players chose for gameplay. We suggested a live email poll as the most suitable medium for collecting feedback. Gathering immediate feedback with live email polls can increase customer engagement by offering recipients a channel to share responses quickly and seamlessly. The gaming company felt confident that teaming up with the experts at MAC would help them collect more customer data and access deeper insights.

## The Solution

Marketing Automation Canada created an interactive email form block in one of the email newsletters. The poll included eight character choices. With the help of the client, we ensured the style and content of the interactive form aligned with the brand guidelines subscribers were accustomed to.

MAC realized some email clients could not render interactive forms due to CSS conflict and size limitations. We built a static fallback content block to display when the poll failed to render in the recipient's inbox.

After setting up the interactive form, we created a CloudPages landing page to collect and store the data from the Content Builder Email Form block in the destination fields of the Data Extension. Each user's response, including their email address and chosen character, went to the Data Extension. Ampscript calculated real-time statistics and reflected them on the CloudPage.



## The Outcome

We successfully deployed the interactive form and experienced a remarkable 41% increase in engagement. Now, we continue to help our gaming company partner increase their customer engagement through email marketing and automated solutions. With every client, our team strives to strengthen our partnerships and exceed expectations with the service we deliver.

## Milestones / Key Highlights

- We experienced a remarkable 41% increase in engagement from delivering the newsletter.
- Development and testing of this newsletter helped the gaming company gain exposure by using interactive email as a channel to increase customer engagement in the future.

