

Onesend announce technology partnership with ActiveCampaign

Making the Customer a Hero

The Founders of Onesend are very pleased to announce their technology partnership with ActiveCampaign. The foundation between both companies starts at “making the customer a hero” by elevating our customers’ success to solve critical sales and marketing challenges led by the voice of our users.

As a long-time customer of Onesend, INTERSPORT Australia is a leader in the Australian Sporting retail market with locally owned and operated sports stores available throughout Australia. The owners of three INTERSPORT Superstores in Queensland identified the challenges of extracting customer data from their retail POS system to conduct email marketing offers and promotions.

Greg Fazel, General Manager says "Whether it was simply sending a Birthday Coupon each month or notifying customers of their available loyalty points, everything was manual! Going through the labor-intensive task of exporting CSV reports from our POS and then importing them into MailChimp meant that we never had time to focus on the content for the customer.

Since we switched to Onesend IQ and their integration with Retail Express and ActiveCampaign, customer purchase history and buying behaviour data is synced automatically and we don't have to lift a finger to make it happen, freeing us up to implement a strategic approach to our digital marketing and improving the customer experience and engagement through automation."

Scott Thomas, CEO & Co-Founder of Onesend says the partnership with ActiveCampaign, the global leader in Customer Experience Automation, will realise significant benefits for their existing Australia-based clients as well as introducing Onesend to a global audience. When asked why Onesend chose this partnership rather than developing their own marketing automation software, Scott explained their rationale.

“After releasing the beta version of our marketing automation software earlier this year we realised to build our own 'best of breed' marketing automation software would require more than 2 years of further development to get us on-par with some of the most popular marketing automation platforms currently available. Partnering and integrating with industry leader, ActiveCampaign means we're able to redirect and refocus our energies into the niches we know we excel in with our Onesend HQ and Onesend IQ products”.

Alex Roose, ActiveCampaign Channel Sales Manager - Australia, New Zealand & Asia says the relationship with Onesend has the potential to expand their reach beyond the small to mid sized businesses they currently serve.

“ActiveCampaign has more than 100,000 customers globally, primarily in the small to mid sized business sectors and having Onesend as a partner opens opportunities to provide our Customer Experience Automation solution to Multi-location and Franchise brands as well.”

Scott says that while COVID-19 has been a challenging period for Onesend, they have commenced the 1st phase of the rollout of Onesend IQ, their deep data integration with ActiveCampaign and Retail Express, regarded as Australia's number 1 Retail POS Software. With their focus on the Retail, Hospitality and Tourism sectors, Scott believes their collaboration with ActiveCampaign can help these sectors with the enormous task of rebuilding, regrowth and reinventing their businesses post COVID-19.

About Onesend

Onesend HQ makes local area marketing seamless and easy while keeping brands consistent... empowering local business owners, franchises, and multi-location brands to effectively market nationally and locally.

Onesend IQ is an online automation tool that connects and adapts your favorite eCommerce, POS and Digital Marketing apps with ActiveCampaign to combine offline and online touchpoints that enrich the customer experience through automation.

About ActiveCampaign

ActiveCampaign's category-defining Customer Experience Automation Platform helps over 100,000 businesses in 170 countries meaningfully engage with their customers. The platform gives businesses of all sizes access to hundreds of pre-built automation that combine email marketing, marketing

automation, CRM, and machine learning for powerful segmentation and personalization across social, email, messaging, chat, and text. Over 70% of ActiveCampaign's customers use its 300+ integrations including Shopify, Salesforce, Square, Facebook, Stripe, Paypal, Pipedrive, and Thinkific. ActiveCampaign scores higher in customer satisfaction than any other solution in both Marketing Automation and CRM All-In-One on G2.com.

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