

Marketing Automation Research

Americans for the Arts



About AFTA

Americans for the Arts (AFTA) serves over 6,000 professionals who represent over 1,500 nonprofits and for-profits, artists, students, government agencies, consultants, and exhibits. Their members work with visual and performing arts, policymakers, adults and children, and the business community.

Executive Summary

AFTA contracted us to provide an alternate solution to their legacy marketing automation platform, Higher Logic. AFTA 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 AFTA marketing team asked us to address the ongoing concerns of:

- Rising costs
- Poor customer support
- Dated user interface.
- Design restrictions
- Limited tracking capabilities
- Insufficient analytics reporting
- No audience segmentation by category
- 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 requirements listed in the client discovery due to their limited capabilities, UTM tracking limitations, poor API integration functionality, excessive cost, limited customer service, ease of use, and scalability. Pumex provided AFTA with a written report detailing the automation platforms that met their specific requirements.

