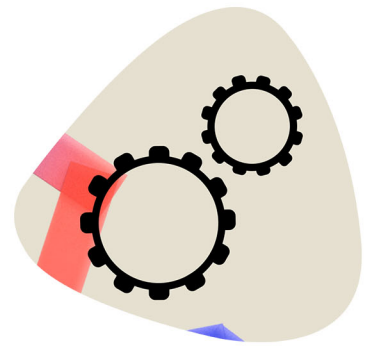


How bvik Increased User Engagement by 40%



INTRODUCTION

Bvik, a German B2B marketing association, faced challenges with consistent branding across the entire communication strategy, impacting its brand image and hindering effective communication.

OBJECTIVE

The objectives of Bvik were to streamline B2B marketing operations, address challenges related to communication strategy, ensure consistent branding, and overcome constraints in email communication.

CHALLENGES

Bvik faced a fragmented content ecosystem causing inefficiencies in retrieval, inconsistent branding, and email delivery obstacles. Existing DAM limitations prompted the exploration of alternatives.

Key Data

Industry: B2B Marketing

Use Case: Media Center, Event Portal

Number of Portals: 2

Content Source: SharePoint

CUSTOMER FEEDBACK

"Smint.io stood out due to personal connections with their team, an easy-to-use interface, and personalized support, setting them apart from other tool providers."

Managing Director of Bvik

Results

- ✓ Established a single source of truth in the digital space
- ✓ Time savings through streamlined processes
- ✓ Eliminated the need for a separate DAM