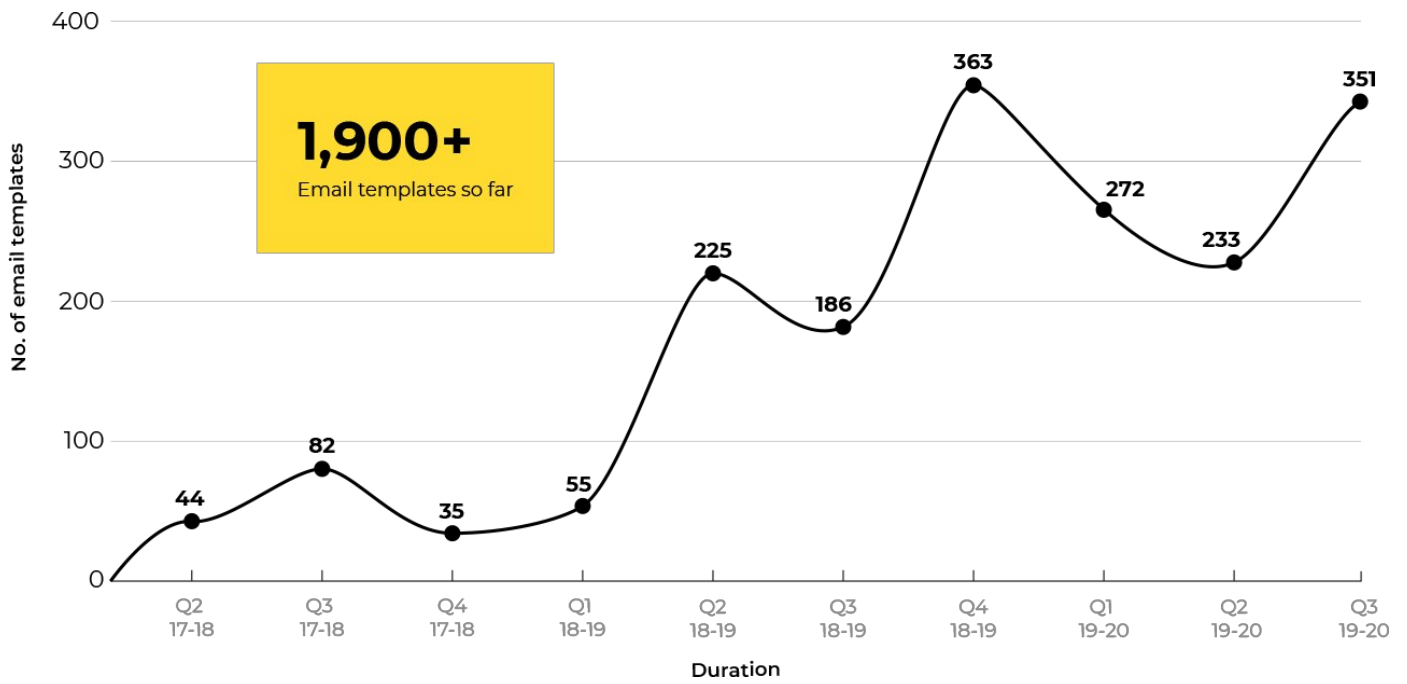


Email Uplers & its dedicated cross-functional team, everything in between from Email Campaigns to Email Template Migration.



Weight Watchers' Journey with Email Uplers

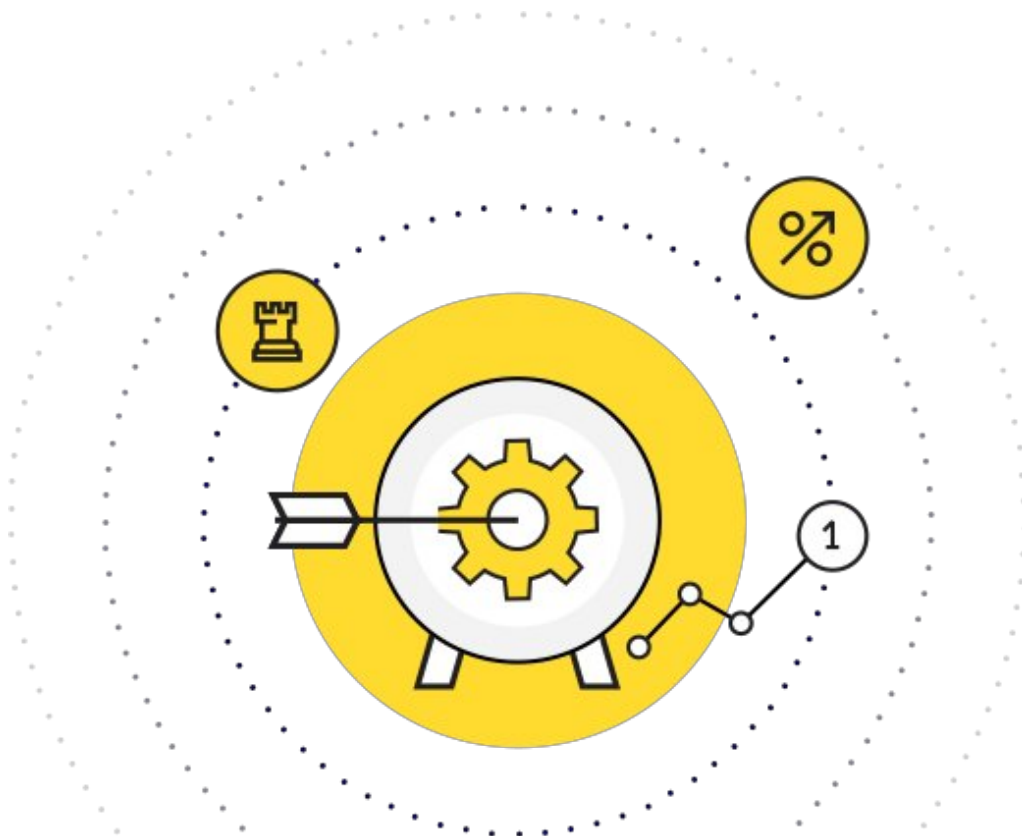




Who is Weight Watchers?

Founded in 1963, Weight Watchers (WW International) is a globally-acclaimed wellness technology company. Helping customers overcome lifestyle disorders for over 6 decades, they have inspired millions of individuals around the world with their people-focused & science-backed approach to promoting weight loss and healthy living.

<https://www.weightwatchers.com/us/>

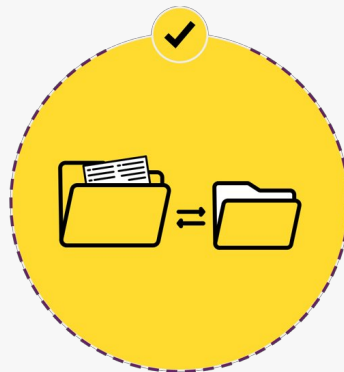




Objective

The demand for email templates at their end and the complications of campaign management motivated Weight Watchers to look for a quality email marketing partner promising a dedicated approach to quick turnaround time and professional campaign management. They were in the search of a reliable offshore team that could not only understand their brand guidelines but also iron out the crucial challenge of ESP Migration.

How Did Our Dedicated Resource Team Help?



Seamless Email Template Migration

from SFMC to Braze ESP



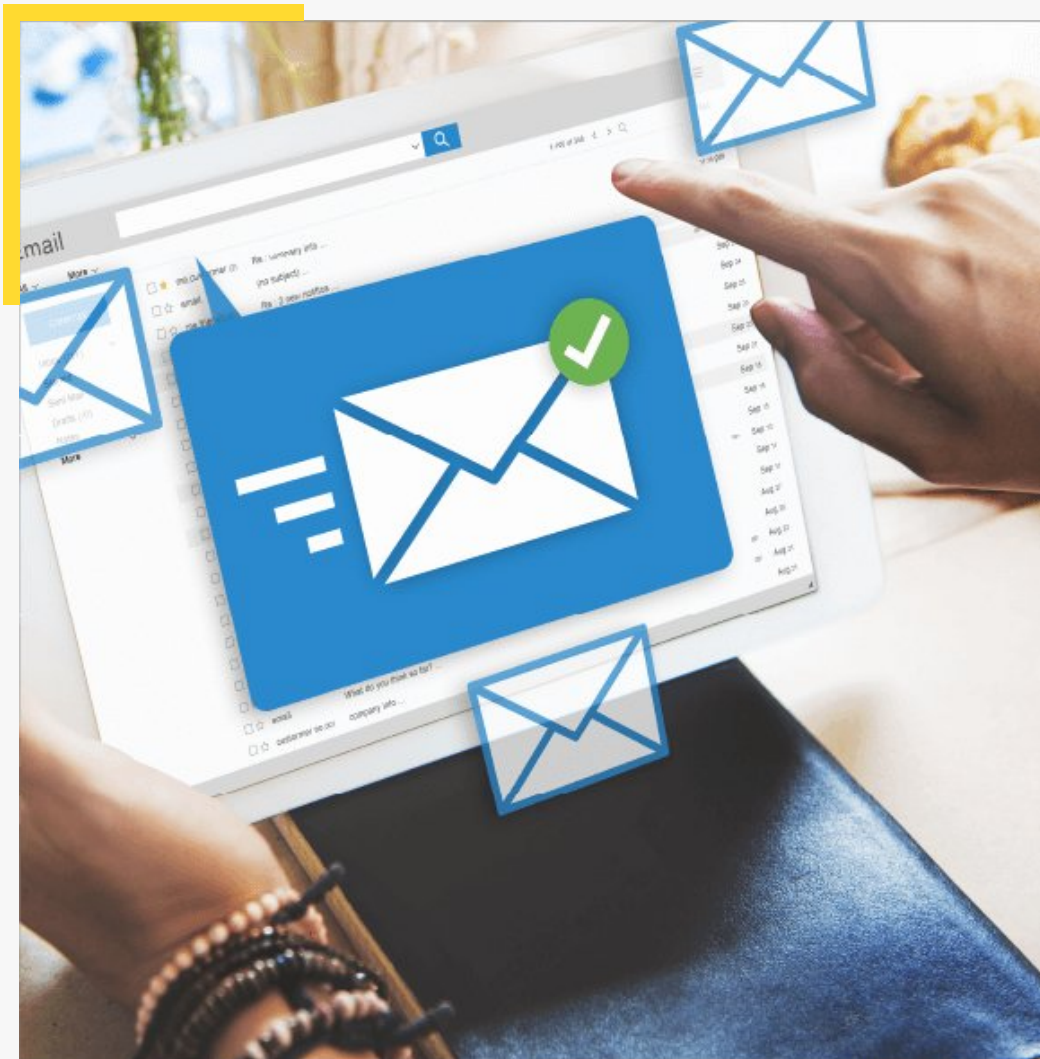
Email Templates Production

with industry's fastest TAT



Email Campaign Set-up & Management

by managing the complexities involved and being available in the client's time zones



Developing Quality Email Templates

Email Uplers' dedicated team of experts has successfully developed 1,900+ email templates for Weight Watchers up till now. Currently, we develop over 60 email templates every month for Weight Watchers. We ensure exceptional email production and timely delivery each time. This has led to a significant boost in

the results of WW for which their marketing team could not be more thrilled.



Providing Quick Support & Incredibly Fast Turnaround Time

The Weight Watchers team needed quick support for creating additional email templates within a stringent deadline. Email Uplers' dedicated developer was up to the task and provided immediate support in developing pixel perfect email templates within 8 hours, the fastest turnaround time in the industry.

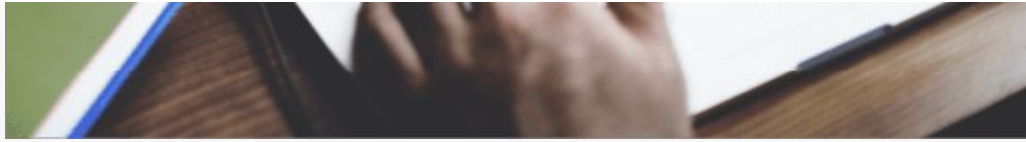




Enabling Hassle-Free ESP Migration

Weight Watchers considered making a switch to Braze owing to certain features that were a better fit for their business. Email Uplers' dedicated specialists ensured a smooth migration for them and plugged it into CRM, campaign management, and data management platforms. The email template migration wizards remotely ensured that the deliverability did not suffer in the migration process and paid attention to domains, opt-in forms, etc.





From Campaign Management to Much More

Apart from assisting them with their email campaigns, our team of dedicated resources also helped them carve their product promotion journey and helped them in campaign management and its automation too. They banked on us for their yearly calendar and trusted us to provide them holistic services including all the activities starting from coding to setting up email in their ESP.



Delivering Excellence with a Dedicated Team

The dedicated team deployed by Uplers had a Campaign manager, a Braze expert, QA professional and email developers who were available across client's time zones to assist the team.

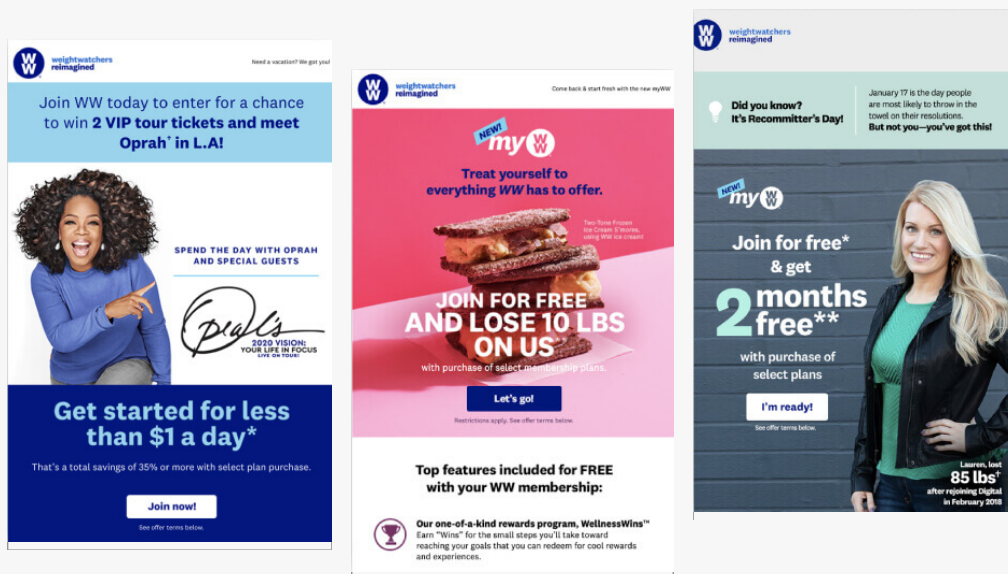


They are willing to work outside of their dedicated business hours and are always extremely responsive whenever we reach out with a question or request.

- **Natasha Navab Tehrani**

Great Designs Come With a Great Team

Here is a glimpse of our work



“

Say YES to Email Uplers! Over the past 2+ years, we've worked with Email Uplers, we consider them part of the Weight Watchers' family. We're now looking at additional solutions for them to help us with, including campaign services as well as an additional developer as our workload continues to grow with them over time. They are a trusted partner, and we appreciate how quickly they are able to turn projects around for us. We would recommend Email Uplers to any company, big or small.



Natasha Navab Tehrani

Marketing Associate - CRM, Offer &

Why Email Uplers

5,000+

We have worked with over 5,000 global clients



62

We have served 62 countries worldwide



500+

We have a team strength of over 500 members



60,000+

We have coded more than 60,000 emails



#4

We have our offices spread in 4 different countries



Understand the Dedicated Model Better

CLICK HERE



Where Are We Now?

Taking the load of execution off their shoulders with our dedicated model, we have been remotely working as an extended team of Weight Watchers. This has allowed them to focus more on expanding the business while we take care of day-to-day operations. We have been associated with Weight Watchers since 2017. The partnership has grown multi-folds and Email Uplers is now a dedicated partner for all of their email marketing requirements.

Email Uplers' dedicated resources have the expertise in Email Template Production, Campaign Management, Email Automation, as well as ESP Migration and Data Integration.

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