

“1Point Interactive helped propel Digital-55 to a new level of growth!”

- Tom Moore, President / Co-Owner of Digital-55

Digital-55 is a marketing and communications company providing simple and effective solutions for growing businesses. Digital-55's growing list of services and tools utilize both email, mobile and web communications to build brands, execute promotions, and perform digital and mobile commerce.

The Challenge

Digital-55's existing email platform was built in 2004, but stopped receiving major updates around 2007. Clients loved the platform and the features, however, the system simply couldn't scale as Digital-55 grew. Over the course of the next few years, as the customer base and feature requests grew, the platform became more and more cumbersome to manage.

Digital-55's customer profile varied widely, from small “Mom & Pop” businesses to Enterprise level clients who needed to send large, high volume mass communications. Consequently, the company recognized the need for a more robust feature set within the platform in order to satiate all the different manner of clients and features requests. Digital-55 required an email platform heavy on features, with the ability to offer a variety of different detailed reports. Most importantly, Digital-55 needed a company that could provide a rich customer support experience.

In 2015, Digital-55 began searching for a partner to fulfill these needs and reached out to 1Point Interactive. When Digital-55 management saw the a la carte services and integrations, custom services and experience that the 1Point team brought with them, they decided to engage with 1Point in a joint effort to alleviate Digital-55's current email platform issues.

The Solution

1Point began working closely with Digital-55 to understand their current pain points, how they wanted to grow the business over the next five to ten years and ultimately, how they wanted the business to expand. 1Point designed and implemented a whitelabel version of its platform for Digital-55, allowing Digital-55 to rebrand the platform for its current customer base while still enjoying the rich feature set and superior customer service 1Point has become known for.

The 1Point platform was easy enough to use for Digital-55's small business clients and was steeped in features thereby enabling their Enterprise clients to fully immerse themselves in the marketing tool.

Over the course of the next year 1Point worked hand in hand with Digital-55 in developing, building, and implementing further enhancements and features to the 1Point platform. As a result of this collaboration Digital-55 has grown its customer base by over 100% in less than a year and a half.