

CASE STUDY:

All Star Directories automates email compliance with UnsubCentral's Marketo integration.

The Company

All Star Directories is a leading education marketing and technology company that focuses on improving lives through career advancement. They deliver leads and provide 360-degree marketing tools for schools, including SEO, SEM, social, and email. The publisher of online and career school directories also matches millions of qualified prospective students with the schools that best meet their needs, offering resources that address critical concerns to make education more accessible to all.

The Challenge

To successfully work with third-party partners, All Star Directories must ensure that all partners can access the most current unsubscribe data. Allstar Directories were importing and exporting this data manually, but this tedious process takes time. That's why they sought a secure solution that automated the processing of syncing unsubscribes from Marketo to UnsubCentral and vice versa.

The Solution

UnsubCentral's certified Marketo API integration makes syncing email list data simple and seamless.

With the integration in place, All Star Directories was then able to implement an automatic daily data sync of opt-outs from Marketo to UnsubCentral. That way, they could securely share email opt-out data with 3rd party and performance marketing partners emailing outside of Allstar Directories' Marketo instance.

The UnsubCentral/Marketo partnership ensures that consumers' opt-out wishes are honored, all while eliminating the headaches of manual syncing. By automating their email list syncing, All Star Directories can spend their time more effectively.

"We believe UnsubCentral is the industry standard for education affiliate compliance. We now rely on the platform to quickly vet new partner traffic for quality. Before UnsubCentral, the subscription process was painful and time consuming; now, we can manage compliance in a matter of minutes."

Morgan Brannon
All Star Directories