

News Corp Australia used Hoosh Marketing's 2-Way SMS Solution with 7X More Effectivity than Emails

[Webinar](#) [Testimonial Video](#)

News Corp Australia

The company

News Corp Australia is the number one media company in Australia. Publishes 7 of the top 10 newspapers sold across the country. Sells over 10.4 million newspapers each week and has a multi-platform leaders in food, health, parenting and style and property

Challenges

News Corp used **Marketo** to drive their extensive ad sales, including a custom built SMS's to send notifications to customers regarding classified ads renewals.

Multiple publications had different deadlines throughout the week, which required a dynamic and constant communication stream with merchants.

SMS alerts were sent weekly about:

- Publication deadline for ad bookings that had not been completed (cart abandonment)
- Ad booking confirmations
- Booking expiration details



News Corp reduced

SMS campaigns deployment time from

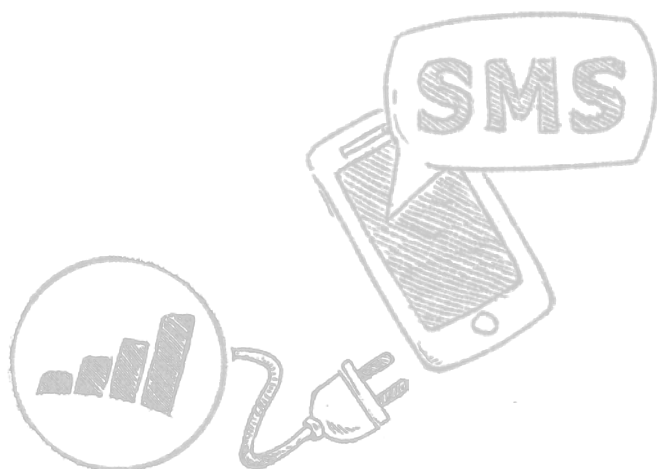
4 to 6 hours to

10 to 30 minutes

SMS had proven to be an effective channel, however the process of setting up campaigns was extremely **complex and time consuming** for the marketing team:

- It took on average **4 to 6 hours** to build each campaign per week
- Campaigns were not flexible and didn't allow customization
- Unreliable deliverability rates
- Lack of metrics reporting and tracking
- Lack of interface integration to Marketo
- Extremely difficult to set up new SMS Campaigns and to create integrated programs in Marketo





Outcome

- SMS has been **7x more effective than emails**
- Ability to do high volume SMS through Marketo
- Simple deployment of new campaigns using Pre-built programs
- Automated data management and unsubscribed in the SMS Centre
- Comprehensive reporting to prove effectiveness and ROI to the business
- Flexibility to expand SMS to other business areas, event reminders, registrations and check-ins
- Ability to save up to 40% of SMS costs by the flexibility of switching gateway providers.

Solution

News Corp selected **Hoosh's 2-Way SMS** solution to create and manage their SMS campaigns directly from Marketo.a

They also added **Pre-built SMS programs** for their most common use cases which allows speed and ease of campaign creation through Marketo. For recurring campaigns, the marketing team simply needed to clone base programs and change the content of the text messages.

As Hoosh 2 Way SMS supports any gateway provider, News Corp shifted from Twilio to Oxygen8, significantly reducing their cost per SMS send.

With flexibility and the ability to handle high volume SMS in Marketo, News Corp increased the number of campaigns and expanded the use of SMS to other business areas.

They now send **1,600 and 2,000 SMSes per month**, not only for classified ads but also events reminders, registrations and check-ins.



Testimonial



“ We were looking for a solution that allowed us to easily and quickly deploy mass SMS campaigns through Marketo. We selected Hoosh's 2-Way SMS because the campaign build process was at least 85% faster and 40% more cost efficient than our previous SMS solution. Plus, the ability to track SMS Click Through Rate has been hugely beneficial.

News Corp now uses SMS for classified advertisement notifications and events across Australia. We've found SMS to be 7x more effective than email in every campaign we've tested, and when using SMS for events, we found 61% of attendees checked in via SMS versus other means. SMS is now an strategic channel for our marketing and it was made possible thanks to Hoosh's technology and support.”

GREG BEAZLEY

HEAD OF MARKETING AUTOMATION, NEWS CORP

About Hoosh Marketing

Founded by ex-Marketo staff, Hoosh is Marketo's only gold partner in APAC and the #1 Launchpoint Partner for Marketo technology, strategy and campaign services.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



- ✓ Global **Marketo Gold Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ **#1 Launchpoint Partner** globally
- ✓ **Over 50 Marketo Implementations** and counting



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