

# CASE STUDY

MEDIAMAGIC & EMOTIVE



**Services:** CMO and Product Management Services



**Industry:** SaaS (Software as a Service)



**Objective:** Emotive came to Thomas Knapp and MediaMagic for expert advice for Product Management and Marketing for new SMS SaaS platform features development.

In particular, Emotive's new Admin Panel and Dashboard needed UI and UX Design updating to be easier to use and more admin user friendly. It also needed to specialize by Industry for each of their customers / clients in E-Commerce Retail, SaaS, and Consumer Packaged Goods.

The objective of this project was to identify and develop core features that would scale and benefit thousands of users globally who are customers, or future customers of Emotive.



**Website:** <https://emotive.io>



## PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Emotive needed outside help from experts in marketing automation and ad campaigns to understand how admins and users need to use their SMS Marketing platform better in their core industries.

## SOLUTION AND RESULTS




MediaMagic provided expert CMO and Product Management consulting services to guide our client Emotive in the right market "bottoms-up" direction for its product design and development.


Our CMO, Thomas, provided Subject Matter Expert(SME) advice to shape Emotive's new Admin Panel and Dashboard. It resulted in new UI and UX Designs updating it to be easier to use and more admin user friendly.


It also resulted in giving automation workflows and tools to SMS Marketing Campaign admins to specialize by Industry for each of their customers / clients in E-Commerce Retail, SaaS, and Consumer Packaged Goods.

**Subject** ID: 3365748  
New products - arrived

---

 **Delivered**  
**99.7%**

 **Missed**  
**0.1%**

 **Spam**  
**0.2%**

---

**Phone number** **Date**  
833 830 4195 03/03/2023. 4:45 PM

**CREATE SEGMENT**

**Customers who**  
have ordered count greater than 5 times over all time

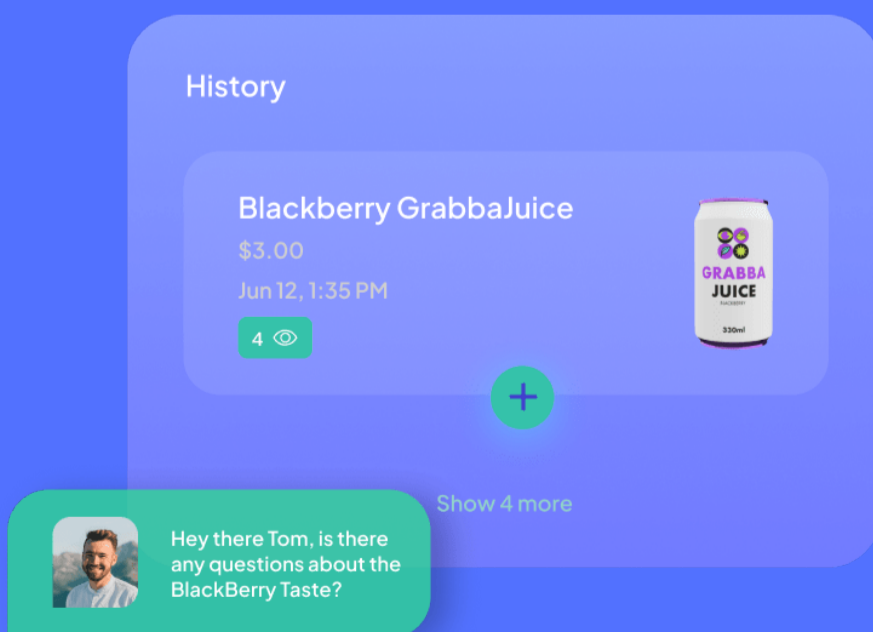
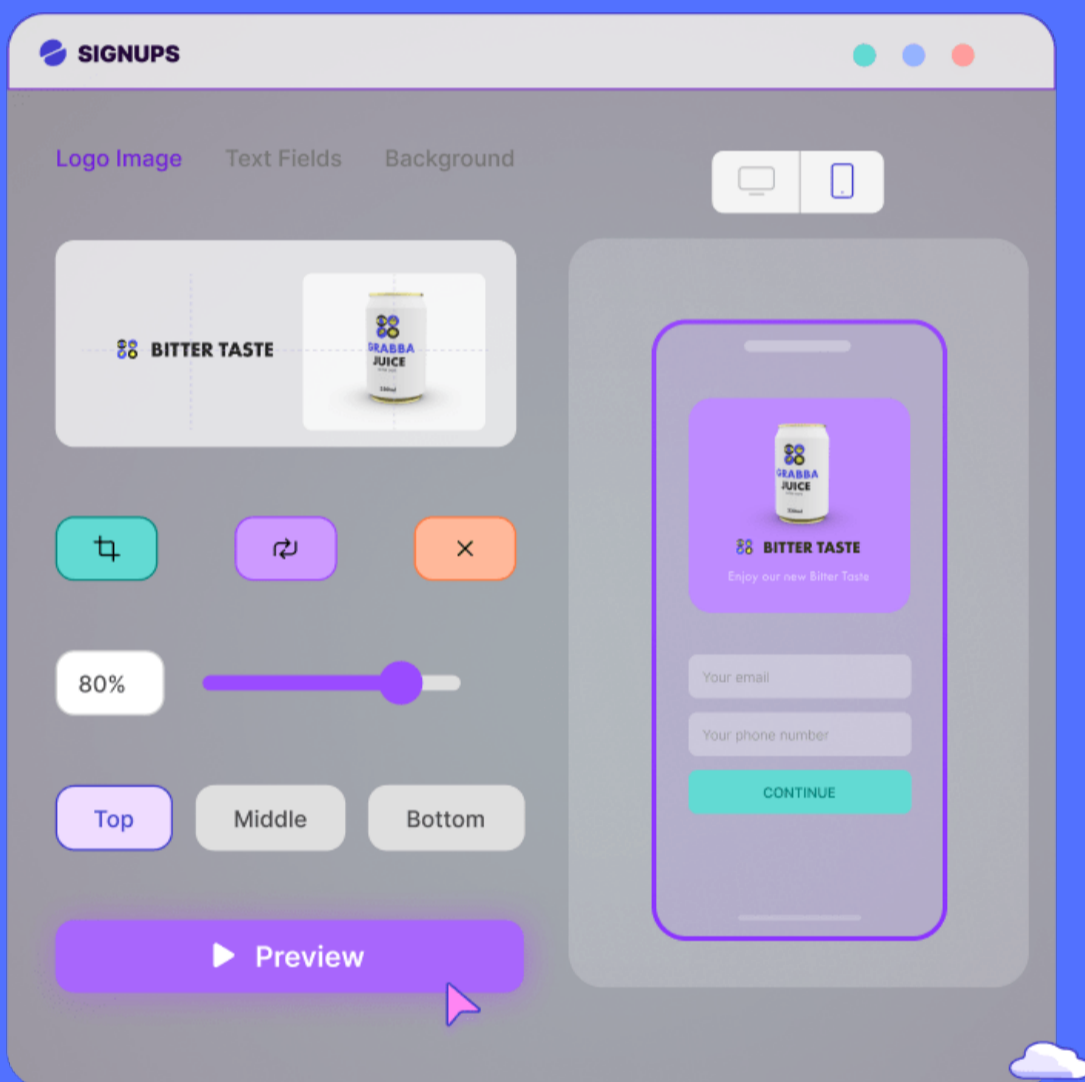
**And must also**  
have ordered **amount** greater than number over all time

amount count in the past product

**Summary** **Estimated Size**  
13,456

**Insights**

CLICK RATE	ORDER CART	LIFETIME SPEND
44,4%	\$531,24	\$531,24



## Miami Office

1951 NW 7th Avenue, Suite 600  
Miami, FL 33136 United States

## Kyiv Office

Secheviih Strelcov str., 12, Kyiv, 02000, Ukraine

[www.teammediamagic.com](http://www.teammediamagic.com)

[welcome@teammediamagic.com](mailto:welcome@teammediamagic.com)

[thomas@teammediamagic.com](mailto:thomas@teammediamagic.com)

 **30 MINUTE MEETING**



## CONTACT US AT THESE MESSAGING APPS



[Messenger](#)



[WhatsApp](#)



[Telegram](#)



[Skype](#)



[Viber](#)

Made with  in Miami, Kyiv, Kharkiv and Zaporizhzhya



[Facebook](#)



[Instagram](#)



[YouTube](#)



[LinkedIn](#)