



EASYDMARC CASE STUDY

Explore the solution that helped
Harmony Designs increase productivity!

ABOUT THE CUSTOMER

HEADQUARTERS

West Grove, PA

FOUNDED

1992

WEBSITE

www.harmonydesigns.com/

INDUSTRY

Wholesale/Retail



"Email marketing is one of the most effective ways of bringing customers to the website. That's why good email deliverability is invaluable to our business growth and success".

SHERRILL FRANKLIN

President, Harmony Designs Inc.

THE COMPANY

Harmony Designs is a US-based company that creates custom gifts and products for museum stores, colleges and universities, business, government, libraries, health care, non-profit organizations, individuals and more.

THE CHALLENGE

Sometimes the company had trouble with their emails being delivered. Sherrill is not a coder or a webmaster, so she decided to do Google search and find a company that could help with the issue. She selected EasyDMARC and another company implementing DMARC. In the end, she decided to proceed with EasyDMARC, as she felt confident that the company team could do what needed to be done.

THE OUTCOME

The collaboration of Harmony Designs with EasyDMARC was very effective. The company implemented DMARC, which helped them improve their email delivery practices. They are now confident that their emails are being delivered.

BENEFITS

- Low Spam & Bounces
- High Engagement
- Improved Email Deliverability

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