



## Zuken grows mailing lists through dotmailer integration

Integration is a complex operation. Our task was to integrate dotmailer with Zuken's Sitecore website so that email data captured on Zuken.com is synchronised with dotmailer. To ensure data integrity, it was important that the information of existing dotmailer users (when they register on Zuken.com) is overwritten with the new data previously stored in dotmailer.

### HOW IT WAS DONE

To eliminate multiple calls to web services when validating username and password, we sped up the calling process by utilising the dotmailer Application Program Interface (API) Software Development Kit (SDK). For the re-subscribe process, we used a simple HTML template generated from dotmailer, which also uses elements in Zuken's Sitecore CMS.

The sign-up form allows users to re-subscribe once unsubscribed using the same used for new registrations. To make the registration journey seamless. The interception of unbranded HTML responses make it appear as though website visitors have not left Zuken's website.

## What was achieved:

- ✔ Automated re-subscribe process via user account for opted out visitors
- ✔ Consistency in opt-out/in requests between website and email
- ✔ Ability to build and segment mailing lists
- ✔ Maintained the integrity of data

### ABOUT ZUKEN

Zuken is a global provider of leading-edge software and consulting services for electrical and electronic design and manufacturing. Founded in 1976, Zuken's headquarters are in Yokohama, Japan with its European base in Munich. It employs 1,200 staff worldwide and reported revenues of \$231 million (£141 million) in its financial year ending March 2013.

Zuken's global website targets European and American markets, but is global in focus. Site content offered in four languages; English, German, French and Italian. Zuken also has other websites run by its offices in Japan, China, Korea and Taiwan.

### ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.