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**Vuture and InterAction  
are built for each other**

## Overview

In 2014, Begbies Traynor was struggling to get value out of its email programme. The platform the team were using felt outdated. They needed to find a way to engage more clients in their marketing content.

## The challenge

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The marketing team split their workload by communication type. Each communication was managed end to end by a single team member: from list creation in the CRM, InterAction, all the way through to creating, sending and reporting on campaigns.

Working in this way meant each team member had to switch between two systems and be a specialist in both. This made it vital for the team to find an email service provider with a seamless connection to InterAction.

## Tackling the challenge

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Begbies and Vuture have been working well together for over five years. Much of the success of this partnership is attributed to how well the Vuture technology integrates with InterAction.

Jo Goodwin, Senior Business Development Manager at Begbies Traynor Group, describes the two platforms as being 'built for each other', adding 'there doesn't seem to be any flaws in the connection between them'.

The real time integration between Vuture and InterAction enables the team to manage data effectively, especially where lists come from a variety of sources.

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*The Vuture team have always been really quick to respond.*

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But Vuture offers more than just a strong integration. Jo also talks about its ease of use, and, where a solution isn't obvious, 'the Vuture team have always been really quick to respond'.

For Begbies, lists are organically built up over time and typically managed at partner level. This is why having a simple way to manage them is vital to its success.

The next step for Jo and the team is to engage more clients in Begbies' content. By doing so, they'll boost website traffic and create two-way conversations. Jo hopes to be able to utilise Vuture's automated content solution to help with this objective.

## The outcome

With such a strong connection between Vuture and CRM, the Begbies team have much better control over their marketing lists and data. Lists can be easily manipulated in InterAction and fed instantly to Vuture. Vuture can then push client communication preferences or list subscriptions and client engagement back to InterAction, keeping data clean and up to date.

Due to the flexibility of the integration, Vuture fits perfectly around the team's processes. This enables slick campaign creation and management. Begbies is now able to manage **29 per cent** more campaigns per user in 2019 compared with 2014.

By streamlining the connection between their marketing platform and CRM, the team have been able to concentrate more on content. Since Begbies started working with Vuture in 2014, the average open rate for their campaigns has increased from 23 per cent to over 30 per cent, an improvement of **30 per cent**.

Want to learn more on how the Vuture platform could help you and your firm?  
visit [vutu.re](http://vutu.re) or email [explore@vutu.re](mailto:explore@vutu.re)

### About Begbies Traynor

Begbies Traynor is the UK's leading Corporate Rescue and Recovery practice. It provides services via a nationwide network of over 70 offices, with clients ranging from small businesses and professional advisers to large corporations and financial institutions.

### About Vuture

Vuture's automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.

Vuture is part of the CM Group family of brands.

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