# Wishpond

## WayUp Digital Marketing Agency Success Story

**Company**
WayUp Digital

**Industry**
Marketing Agency

**Objective**
To use a complete and reliable marketing automation and lead generation platform which enhanced rather than damaged their reputation with clients

**Why**
Previous marketing platforms had created missed deadlines, low email delivery rates, had poor support and promised feature updates (like popups and landing pages) were often scrapped.

### In their own words...

*"We spent some considerable time evaluating and trialling several competitive products and eventually decided to move to Wishpond for all our own and client marketing automation and lead generation.*

## What Were the Results of the Switch?

### Migration

Migration of the database was simple through a csv field-matching import. Emails and lead-scoring are higher quality in Wishpond than our previous platform.

### Automation

Setting up emails and newsletters is drag-drop and easy to create something professional. Workflows are logical. Deliverability rates are vastly improved.

### Lead Generation

Popups are simple to create and customise, and have proven very effective.

Landing pages are also easy to create, and their use as part of automation workflows is seamless.

### Support

Having now used Wishpond for some months, we have a product that is easy to use, reliable and much more stable. When there is an issue, it gets fixed straight away, not put into some future development funnel. To date, we have had no issues that have held up any client work or mailings.

### Client-side

*We have a client who has a chain of restaurants. Through the use of popups to allow signup for money-off offers and special events, growing the opt-in mailing list has proved immensely successful. It's really taken their business to a new level, filling around* **fifty extra restaurant tables each day in just a few weeks.**

## Would you use Wishpond again and recommend it to others? Yes.

*-    Paul McIntyre, Founder of WayUp Digital Marketing*

**Click here to book a free demo of Wishpond**