



# How Tiny Helped Action Factory Go Toe-To-Toe with Mailchimp

CASE STUDY



"TinyMCE dramatically enhanced the overall value of our software. Thanks to Tiny, we were able to provide a new email marketing campaign feature that we previously wouldn't have been able to."

**“** Sam Gedert,  
FOUNDER, ACTION FACTORY



# The Client

## ACTION FACTORY



### What Tiny Provided

## Open Source Rich Text Editing Tool

- » Premium plugins
- » Premium support
- » Commercial licensing
- » Flexible deployment options

.....

### Action Factory's Results

## Quickly Deliver and Scale CRM

- » Met UI expectations of customers
- » Outshined competitors
- » Delivered product experience that delights users
- » Achieved 200 successful email campaigns to date
- » Achieved a higher rate of deliverability than competitors

Action Factory is a boutique software developer that works with agricultural associations and other organizations. Through data analysis, retreat management, and task-oriented software, Action Factory helps these businesses scale up, plan for success, and execute their strategic visions.

Creating custom software solutions, such as an easy method of consolidating data from all third-party sources into one user-friendly database, is just one of the many services Action Factory provides.

## The Challenge

### BUILDING A COMPETITIVE EMAIL MARKETING SERVICE

Sam Gedert, founder of Action Factory, is on a mission to make data collected from third-party systems, such as memberships and campaign contributions, manageable for his clients. He wants them to always have the tools and information they need to successfully grow their businesses.

In 2018, Sam knew that the next evolution to his CRM would need to be a system that helped his clients create one-stop email marketing campaigns and connect with their customers.

The problem? Action Factory is a solo operation with limited resources. Sam did not have the time or the resources to create the kind of seamless, easy-to-use WYSIWYG text editor necessary to make that kind of service a reality.



If Sam was going to convince his clients to drop Mailchimp and trust Action Factory to handle their email marketing campaigns, he needed a tool that offered the same flexibility and ease-of-use of his biggest competitor—all without a complicated and time-consuming setup process.

“

“Everybody is so used to really robust, easy-to-use editors. In order for my product to be competitive, I knew I had to have something that was just as flexible. I needed something with an interface that was exactly what my clients were used to.”

”

## The Challenge

### BUILDING A COMPETITIVE EMAIL MARKETING SERVICE

Sam set out to find an HTML editor he could use for Action Factory’s email marketing module. But those he found seemed too outdated, needlessly complex, and lacking the usability that was key for getting his clients to buy-in.

That’s when Sam heard about TinyMCE, a popular rich text editor created by Tiny. He was impressed by how robust and easy to use the free version was while still having the plug-and-play functionality he needed to get it running.

Using the open source version, Sam was able to integrate TinyMCE into his FileMaker platform and begin building his email marketing service. It was a good solution to start, and once Tiny announced its cloud-hosted option, Sam could truly scale.

Moving to the cloud took all of the work of hosting and updating TinyMCE off of Sam’s plate while still letting his customers reap the benefits of an HTML editor that could create email marketing templates as easily as Mailchimp.

“

“TinyMCE was incredibly easy to get up and running. Of all the rich text editors I considered, I felt like Tiny was the best plug-and-play solution. It allowed me to quickly and successfully set up custom email marketing templates for my clients.”

”

# The Result

## EMAIL CAMPAIGNS WITH HIGHER DELIVERABILITY THAN MAILCHIMP

With the cloud version of TinyMCE handling the front end, Sam was finally able to create an email marketing service with an HTML editor that rivaled the heavy hitters. It was just one more way Sam could fulfill his mission to reduce the headache of juggling multiple third-party services.

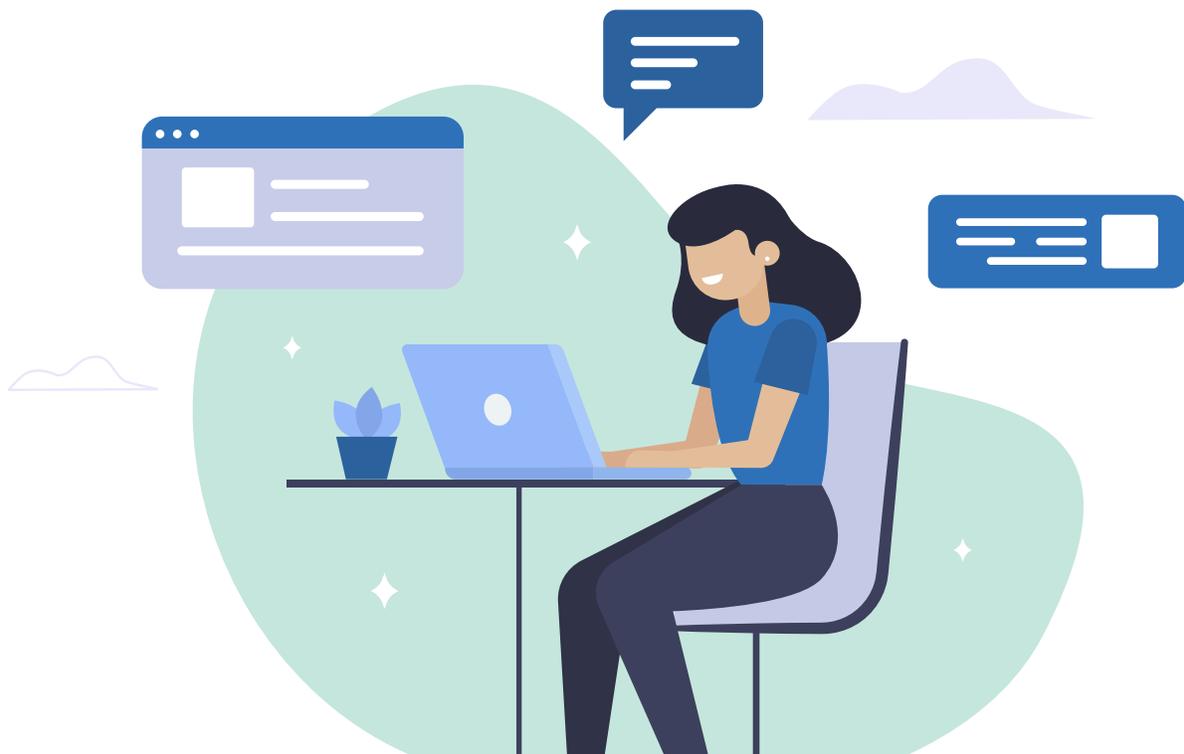
Using TinyMCE, Sam was also able to help his clients improve their email templates for better compatibility across a wider range of devices. As a result, Action Factory's email marketing campaigns achieved a much higher rate of deliverability than the generic one-size-fits-all approach of his competitors. To date, Action Factory has facilitated the completion of over 200 email campaigns.

With Tiny, Sam's boutique CRM service is more profitable than ever, and he doesn't have to worry about maintenance thanks to Tiny's cloud-hosted option.

“

“TinyMCE gave us the ability to compete with Mailchimp thanks to the high-quality interface that users just expect these days. It dramatically enhanced the overall value of what we do.”

”





**Join the platform that's helping over  
1 million developers and thousands  
of customers create truly great  
writing experiences.**

TinyMCE is an easy-to-use rich text editor, so you  
can focus on the content you're creating, not the  
tool you're using.



**START@TINY.CLOUD**