

DACOR: TRIPLING ENGAGEMENT FROM THE GROUND UP

HOW MASS ENGINES TRANSFORMED A FRAGMENTED DATABASE INTO A REVENUE-READY CRM PROGRAM.

Dacor, a luxury kitchen appliance brand with a 50-year legacy, had a disjointed email strategy that was failing to connect with its audiences. With contacts scattered across multiple data sources and no real infrastructure, the team was unable to personalize content or leverage behavioral data.

Many brands accept things as is or settle for a slow and steady fix. However, Dacor partnered with MASS Engines not just to restart their email program but to build a clear channel that communicates effectively, resonates with the end user, and accelerates both leads and revenue.

FAST FACTS

Client: Dacor

Industry: Luxury Appliances /
Consumer Electronics

Engagement type: CRM program
overhaul and segmented nurture strategy

Challenge: Improve engagement across
multiple audiences with distinct needs

Results:

- ✓ Tripled engagement rates in
under **8 months**
- ✓ Boosted open rates from **8% to
26%** on key campaigns
- ✓ Cold segments reactivated and
segmented by behavior and
audience type

Why it worked: MASS Engines rebuilt Dacor's CRM from the ground up, pairing technical setup with strategic messaging to drive high-impact results.

CHALLENGE: TURNING DISCONNECTED DATA TO MEANINGFUL ENGAGEMENT

When Dacor came to MASS Engines, they knew email had potential but needed help turning that potential into performance. With no centralized marketing system, their contact records lived in disparate Excel files, collected from trade shows, forms, and events. This setup meant Dacor had no way to segment by audience, intent, or behavior. Engagement was low, and visibility into campaign performance was non-existent.

SOLUTION: CLEAR SEGMENTS, TIMELY MESSAGES, REAL RESULTS

MASS Engines helped Dacor ditch Excel, adopt a martech platform, and start sending emails that actually connected with their different audience segments. Working closely with the Dacor team, MASS Engines rolled out a fully reimagined CRM nurture strategy tailored to audience behavior and intent.

“By tailoring the content and continuously testing subject lines, we’re getting Dacor in front of so many more prospects. And not only that, we’re building trust with those audiences by providing value when they do engage. That’s how you build a successful email program.”

Chris Rainbow, Demand Gen Lead,
MASS Engines

The transformation progressed in four phases:

1 Build the foundation

Spreadsheets were replaced with a centralized system. Contacts were cleaned, organized, and their marketing automation platform (MAP) provided the structure needed to move forward.

2 Segment the audience by engagement

Every contact was sorted into hot, warm, cold, or frozen. Hot leads received sales content. Warm leads got nurturing messages. Cold leads saw educational resources. Frozen contacts were cleared out to protect performance.

3 Let actions drive the message

Thanks to the adoption of MAP, trigger-based automation delivered relevant content based on user behavior. For example, if a contact visited a product category on the website, they’d receive a tailored follow-up featuring that product. Contacts who visited lead generation pages but didn’t complete a form were sent supportive follow-ups with helpful resources and contact options.

4 Test what works and apply learnings

Each campaign was a chance to improve. A/B testing, from subject lines to layout variations, refined the strategy. Open rates climbed from 8% to 26%. Winning content, like rebate offers and showroom invitations, was reused to keep results growing.

RESULTS: TRIPLED ENGAGEMENT IN UNDER 8 MONTHS

The impact was immediate and measurable. Open rates surged, previously cold audiences became active, and engagement skyrocketed. Careful optimization and ongoing performance tracking made the momentum stick.

By combining behavioral targeting, continuous testing, and modular design, a fractured list was transformed into a high-performing CRM program. Engagement rates tripled, and email became a reliable channel for reaching the right people at the right time.

IMPACT: SCALABLE, SUSTAINABLE, AND STILL EVOLVING

With clean data, powerful tools, and a proven strategy, Dacor's email program became a high-performing channel. It runs on behavior, adapts to the audience, and keeps improving. No spreadsheets. No guesswork. Just results.

"There is nothing better than seeing a client light up when a strategy delivers. We took a complex challenge, built a clear path forward, and the results exceeded expectations. The credit goes to an incredible team and a client who was all in from day one."

Ann Van Duzen, VP Services, MASS Engines

Key wins included:



- Open rates soared from 8% to 26% with strategic subject line testing
- Overall engagement tripled in just 8 months, faster than anyone expected
- Inactive contacts re-engaged through a tiered messaging strategy
- Behavior-based triggers outperformed generic nurtures by a wide margin
- Deliverability and database health improved by removing non-responsive contacts



BOTTOM LINE

MASS Engines turned fragmented marketing communications into a sharp, segmented email program that gets results.