



SCALING HIGH-VELOCITY MARKETING OPERATIONS

Ensuring Technical Precision
for Millions of Active Users

CASE STUDY

THE CHALLENGE

The client, a digital content distributor, required a specialized partner to manage the technical infrastructure behind its high-growth marketing engine. With 1.1M monthly active users (MAU) and counting, the brand faced the significant challenge of scaling campaign production and lifecycle communication without sacrificing technical precision or brand consistency.

THE SOLUTION

Fynch deployed a unified technical ecosystem centered on their CMS, **Webflow**, and a new engagement platform, **Braze**, to bridge the gap between the client's rapid growth and its operational capacity. By orchestrating a high-performance web infrastructure and a sophisticated lifecycle engagement platform, we created a scalable framework that handles millions of active users while maintaining absolute brand and technical precision.

THE ADVANTAGE

By removing the technical friction of lifecycle and content management, Fynch was able to create a high-velocity environment where marketing leaders can focus on growth strategy with flawless execution, without the overhead of an internal Dev-Ops team.

STRATEGIC EXECUTION

Fynch executed a multi-phased technical roadmap to stabilize and scale the client's marketing operations:

- **Modular Web Architecture:**
Developed a library of reusable components and a comprehensive style guide to accelerate the launch of over **40 high-performance landing pages**
- **Enterprise Data Migration:**
Managed the secure technical onboarding and **migration of 8M+ user profiles** into Braze
- **Complex Lifecycle Orchestration:**
Engineered a complex data architecture with dozens of custom attributes and events to power **automated, multi-stage user journeys**
- **Advanced Technical Customization:**
Implemented custom code for dynamic CTA logic and campaign-specific parameters based on real-time user attribution and login states
- **CMS-Powered Growth:**
Launched a **full resource hub and blog**, empowering the internal team to self-serve AEO-optimized content without technical bottlenecks

RESULTS

Fynch executed a high-velocity marketing environment by integrating Webflow and Braze into a single unified engine. This operational efficiency allowed them to scale their efforts and support millions of active users without sacrificing performance or data accuracy, resulting in:

- **Sustained Scale:**
The infrastructure successfully supports a platform with **1.1M monthly active users**
- **Content Reach:**
Managed 40+ landing pages averaging **1.2M monthly views** across 8 localized languages
- **Communication Volume:**
Supported the execution of standalone campaigns and automated journeys totaling **3.5M email sends per month**
- **Data Integrity:**
Centralized 130M+ monthly data points, providing a "single source of truth" for **9M+ email contacts**

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