

# Case Study PRIO Energy



## .xls Large Files

+250 STORES



## Easy to Open Reports

Weekly HTML reports



CONVERT



## PROBLEM

### .XLS Reports

Hard to open & read



### Large Size Files

+11 MB excel files



### Deliverability issues

Lower user engagement

## RESULTS

97,9%

OPEN RATE

36x

MORE USER  
ENGAGEMENT

0%

DELIVERABILITY  
ISSUES

34 kb

INSTEAD +11 MB

47x

FASTER MOBILE  
OPENNESS