eSignature for Marketing Agencies: DCMN's Success Story



Introduction:

DCMN was founded in 2010 in Berlin with the goal of helping companies reach broader audiences through growth marketing channels. The agency employs smart, targeted strategies in the creation and distribution of content across digital and traditional marketing platforms. Its agents closely monitor and measure campaign performance to make sure the right ads are seen by the right people through the right channels.

Challenges:

Andreas Dengler, cofounder and managing director of DCMN, is responsible for the legal and financial operations of the agency. In this role, he has to get a lot of contracts signed. When he was first setting up digital signing, he thought it made sense to go with Docusign, since all his clients would know it. During the trial, however, Dengler quickly realized that Docusign was designed for huge enterprises, not his 150-employee business.

"The support was extremely challenging. It was almost impossible to get the right answers for the questions I had during the trial phase," Andreas said. "So, I really didn't like the experience. The complexity of it...felt built for enterprise clients, where you can configure a lot, but it was also not self-explanatory, from my perspective."

For a while, Andreas went with a local, German-made solution but was not impressed enough to renew the contract. Looking for a more efficient alternative, he eventually came across BoldSign.

Solution:

Andreas found it so easy to integrate BoldSign into DCMN's workflows that not only did he never need to contact the BoldSign support team, but he didn't need to go through his own IT team, either! The sudden directive to use BoldSign caused the IT team some alarm.

Industry
Marketing

Product used
BoldSign®

Region
Germany

Use case
A German marketing agency switched to BoldSign for an affordable, more efficient e-signature solution.

They thought BoldSign would never work with their systems, and why hadn't Andreas consulted them?

"Maybe I should have involved them earlier," Andreas laughed. "But then I told them, look, I'm 100% sure you can do [with BoldSign] whatever you can do with Docusign just as well for our use cases. Please give it a try. And after two weeks, they came back to me and told me, 'It's great. It's better than Docusign. It's way cheaper than Docusign. So yeah, it's a great solution. We should use it.'"

According to Andreas, BoldSign offers all the features they need, it's very fast, and it's easy to use. He especially appreciates that last part. With the previous solutions, Andreas had to do a lot of work onboarding his employees. BoldSign is so intuitive, he didn't have to do any onboarding at all and has so far not had any complaints or even questions about it from employees or customers.

> "[With BoldSign], I can do whatever I want within half of the time that I needed to spend on the old tool that we had."
>
> **- Andreas Dengler, Cofounder and Managing Director of DCMN**

Conclusion

Andreas and DCMN's teams are really happy with how BoldSign helps them get their contracts completed. He's already recommended it to a couple of friends.

If you're looking for an intuitive e-signature solution that works for small and medium-sized businesses instead of just large corporations, check out BoldSign. You can sign up for a **free trial** or **schedule a demo** with our experts to see how it can work for your situation.