



MULTI-CHANNEL MARKETING SOLUTIONS

Case Studies from
Event Marketing Machine & Partners

METHODOLOGY



- We believe for communication to be effective, ideas must work in harmony with your prospect and customer data. We achieve this by applying our extensive marketing experience to your campaign, devising effective messages and automating their deployment across your chosen channels.
- We break down the barriers to dynamic multi-channel marketing, allowing you to produce effective cross platform campaigns using our fully managed services.
- We provide e-mail, social media and printed direct marketing solutions which link to monitored micro-site experiences, driving customer engagement and retention. For web-to-print, we also create powerful template based, branded marketing collateral, delivered direct to press.

CASE STUDIES



Working in conjunction with our technology partners Multi Channel Machine we have created a number of cross-platform campaigns using their automated delivery systems.

The following are case studies of some of the campaigns.

CASE STUDY 1



Project: Holiday Cruises, new customer engagement campaign

Client: VCK Travel

Brief:

To increase customer responses to VCK marketing from the existing 4% benchmark through an alternative method to traditional magazine advertising, which drove customers to call centers.

- Target previous responders who had expressed an interest but not booked a cruise
- Gather better data to inform follow up marketing with fine-tuned offers and engagement
- Promote brand integrity

CASE STUDY 1



Implementation:

- Initial engagement via printed mailer:
featuring personalised images (customer name on bow of ship) and text driving recipients to a personalised web page
- Personalised URL:
Two minute survey requesting more information from people who were not customers but had expressed an interest in cruises
- Thank You e-mail:
politely continuing and reinforcing the engagement without including an overt sales pitch (no offer)

CASE STUDY 1



Governing Factors:

- Original data only consisted of people who had shown an interest in cruise holidays
- Must have attractive creative with personalised images
- Must include touch-point tracking and feedback integration to refine preferences and focus later offers

CASE STUDY 1



Results:

- 36% of recipients of the Personalised Direct Mail piece responded to the campaign by visiting the PURL
- Generated immediate upturn in bookings of profitable, high-end cruises

CASE STUDY 2



Project: Hotel Occupancy, additional services awareness campaign

Client: Luxury Resort Hotel, USA

Brief:

To reverse the drop in group and meeting bookings throughout a two year period and to build awareness of other leisure business. Seeking to reduce average age of guest bookings

- Complement existing targeted print placements with a more robust online marketing programme
- Include personalised communications
through triggered email, newsletters, ad-hoc campaigns

CASE STUDY 2



Implementation:

- Identification of prospects using search marketing, re-targeting and online display advertising campaigns:
series of e-mail responses triggered by clicks on special offers, bookings, cancellations and other actions
- Respondents followed different campaign paths depending on circumstances:
encouraging a booking, up-selling or cross-selling other hotel offerings, or promoting a return visit, for example
- Proactive communications included a newsletter and ad hoc campaigns that promoted various hotel offerings, such as golf, spa and hotel restaurants
- Frequent A-to-B testing helped identify the most effective approaches

CASE STUDY 2



Results:

- Occupancy rates driven upward to 80%, from 40%
- Average guest age reduced to mid-40s, down from 50-plus.
- With occupancy rates where they need to be, marketing focus has shifted to relationship marketing.
- This approach has vastly outperformed previous campaigns, increasing return on marketing investment to 709% from 85%, reducing the cost per acquisition to \$57.11 from \$233.89
- Click-through rate increased to 5.08% from 1.59%.

CASE STUDY 3



Project: Financial services personal insurance campaign

Client: American International Assurance

Brief:

To move away from the traditional campaigns with limited customer profiling and a reliance on individual agents to provide customer services. To replace generic and static campaigns with personalised targeted marketing building awareness of the broad spectrum of product offerings.

- Replace generic campaign with more relevant personalised offering
- Discover more about the customer base to develop future products and offerings
- Increase sales, but also make product offerings more relevant to the customer

CASE STUDY 3



Implementation:

- Identification of appropriate existing campaign for comparison:
selected Birthday Campaign which featured printed cards with various discount coupons and information about their agent
- Collaborated with A.I.A. to define 8 target data segments within the existing customer base
- Devised relevant offers and discounts for the segments, coupled with creative aimed at those segments:
Image changes and offers based on gender, age and whether or not the recipients had children as well as financial status and past purchase history

CASE STUDY 3



Implementation:

- Personalised direct mail piece pointed to a personalised web page (PURL) inviting participation in a Life Changes Assessment Test.
This updated the database with relevant information about the customer
- Customer responses to the survey resulted in more relevant recommended products and discounts
- Personalised direct mail and PURL also reinforced the customer relationship with their existing agent by name and featured contact details for them

CASE STUDY 3



Governing Factors:

- Original data included only date of birth, gender and dependents
- Must include attractive and compelling creative based on relevant demographic information
- Third-party agents had to be appraised of campaign delivery and results on ongoing basis as it was being sent in their name
- Touch-point tracking and agent feedback integrated into campaign to refine preferences and provide better focus for later offers

CASE STUDY 3



Results (after 2 months):

- 50% of recipients downloaded their birthday coupons
- 86% of recipients who visited their PURL went on to take the 'Life Assessment' Survey
- Average conversion to sale rate of all recipients was 285% higher than all other control groups

Results (segmentation findings):

Segmentation revealed the following previously unknown behavioral trends:

- Closing rates for single males was males aged 21-30 was 600% higher and single females at the same age 500% higher than other groups
- 21-35 Age Group were the most active online

CASE STUDY 4



Project: New vehicle leasing scheme

Client: Renault

Brief:

Increase the response rate to Renaults new vehicle lease mailings, encouraging existing customers to choose Renault again at the same time increase the conversion rate of new vehicle leases.

- To replace the existing direct mail communications sent in the final 6 months of a 3-year lease cycle
- Collect customer e-mail addresses to enable future communications
- Implement a test campaign to 1620 customers promoting the Renault Scénic
- Generate bi-directional customer engagement

CASE STUDY 4



Implementation:

- Utilised Renault's existing customer data
- Generated compelling direct mail creative, with variable content dependent upon current lease terms.
(e.g. some customer's terms would increase, some decrease on new car)
- Initial personalised direct mail, driving to personalised webpage (PURL) containing recipient specific offers, which include; purchase rebates, tyre upgrades and insurance discounts given in exchange for current/new e-mail addresses
- When customers responded at defined touch points, Renault sales staff were alerted so they could connect with the customer personally

CASE STUDY 4



Governing Factors:

- If a customer failed to provide an e-mail address, further dialogue was discontinued
- If an e-mail address was provided, redemption coupons were e-mailed and the customer was redirected to a second microsite about their model of car where they were asked to schedule a test drive based on updated profile data
- Customers who failed to visit the PURL were sent personalised reminder postcards with a renewal invitation

CASE STUDY 4



Results (after 3 months):

- 7.9% of recipients signed a new lease for a new car, compared to sales from 0.8% of recipients in traditional campaigns:
increased sales of almost 1000%
- 50% of recipients visited their personal websites (PURL)
- 36% of those retrieved their rebate checks
- **18% overall response rate** all providing e-mail addresses

CASE STUDY 5



Project: Product sales campaign

Client: Retail Sector bookstore chain

Brief:

Draw more customers in-store, generate new sales while collecting data on customer preferences through a Personalised Webpage (PURL)

- Replace previous letterbox-drop campaign which was expensive to deliver, ineffective and provided inconclusive results
- Focus on existing loyalty card holders
- Cardholders had to have a recent minimum transaction value history (12 months)

CASE STUDY 5



Implementation:

- Initial engagement via personalised postcard. Offering a **£10 off** or **£5 off** depending on historical spend.
- Incentive to visit PURL with entry to a holiday draw (7-day Greek island cruise) in return for completing a survey to acquire customer genre preference data.
- Subsequent book purchases increased entry chances in the draw.

CASE STUDY 5



Governing Factors:

- Existing loyalty cards scheme with attractive benefits
(auto competition entry; early notification of book releases, events and special offers; opportunity to attend literary lunches with guest authors; access to inside information such as book launches)
- Compelling creative
- Attractive offers
- Fewer predetermined special offers in-store meant the “additional” offer discount did not affect profits
- Customers had more freedom to choose where to apply the discount

CASE STUDY 5



Results:

- Over 10% of recipients redeemed their discount vouchers in store
- Over 6% of recipients visited their PURL and provided their book genre preferences allowing for more targeted future communications