



CASE STUDY

Integrating your Ecommerce Efforts

Client

A world leader in the invention, development, and manufacture of the most advanced information technologies

Business Challenge

The Client sought an electronic direct marketing (EDM) campaign that would consolidate their emarketing efforts into a single program that would generate emails that their customers would perceive as relevant and personalized.

Solution

Direct Alliance launched an EDM engine to manage a portion of the Client's emarketing services. Using a set of highly sophisticated, but easily customizable, business rules, the engine supported the selection of customers and email content based on past purchases and buying history, image-rich emails with built-in shopping carts, account-specific pricing and discounts, and automated management of opt-out data.

Learnings and Outcomes

Effective emarketing campaigns such as this can be created and launched with minimal impact on the sales force. The account executive was positioned as the source of all email to his/her customers, further strengthening those relationships and improving overall customer satisfaction. A Web-based checkbox tool enabled the account executive to view and then approve or decline eflyers by customer. An additional option provided for automatic send of emails if the account executive did not approve or deny email within a set period of time (e.g., 72 hours).

Metrics

Using EDM to contact the right accounts at the right time with the right offer, the Client continues to recognize an increase in incremental revenue. From one eflyer alone, 17,500 customers, who had not purchased in the past nine months, spent \$11 million within 30 days, an increase of 90% over their previous spending.