



CASE STUDY

Turning Invoices into Marketing Messages

Client

A Global 500 manufacturer of computer hardware and peripheral equipment

Business Challenge

The Client needed an effective customer contact strategy that would notify their consumer and small-to-medium business customers about important product information to improve customer relationships and increase sales.

Solution

Short-term: Direct Alliance developed and deployed an invoice-driven, dynamic Electronic Data Marketing (EDM) campaign that provided customers with important product and upgrade information and improved customer conversion rates and lifetime value through both product and customer lifecycle management.

Long Term: Ongoing analysis of the data led to improved targeting and results over time. The success of this campaign has been the catalyst of a significant shift in the number of standard broadcast campaigns being pushed from the program.

Learnings and Outcomes

Through baseline report analysis and control group testing, Direct Alliance has seen a significant lift in the number of lifetime value customers and conversions of first time buyers to second time buyers when treated with dynamic event-triggered EDM. In addition, we established a strong link between customers who keep email messages for future reference and a healthy residual revenue effect in the program up to 24 months after receipt of the email.

Metrics

Based on total messages delivered in February 2006, the campaign achieved a 64% open rate (vs. an average of 35%*), a message click rate of 26% (vs. an average of 7%*) and virtually zero spam complaints (.0012%) and ZERO requests to unsubscribe. Revenue per email averaged \$1.27 (vs. an average of \$0.26**).

*Source: http://www.mailchimp.com/resources/email_marketing_benchmarks.phtml, December 2006.

**Source: Direct Alliance case study: Dynamic Invoice EDM Campaign