



## CASE STUDY

### Targeting with Electronic Direct Marketing

#### Client

A world leader in advanced electronics for home, office, industry, and health care environments

#### Business Challenge

The Client wanted an electronic marketing program to promote brand awareness, stimulate markets, generate new customers, and drive repeat business. They also saw opportunity for increased sales within the customer lifecycle if they could deliver marketing that focused on buying trends and individual buying history.

#### Solution

Direct Alliance launched an emarketing program consisting event-triggered and Inside Sales representative-requested (TSR-pushed) emails. Emails were personalized based on invoice, lifecycle, and next-logical purchase data. TSR-pushed emails were integrated into the sales process and could be sent immediately to the customer via Direct Alliance's account management and order transaction system. Self-service subscription options let customers customize their email contact preferences.

#### Learnings and Outcomes

The process to create a high-impact and cost-effective emarketing plan often begins with customer information the Client already has. Direct Alliance used data generated by the Client's business to target the customer lifecycle for growth, and applied customer profiling, customer and revenue potential modeling, and Recency, Frequency, and Monetary (RFM) metrics to create a robust, detailed reporting process to capture and apply this data to future emarketing efforts.

#### Metrics

The electronic marketing program achieved average revenue of \$1.11 per email sent (versus an industry comparison of \$0.26), a click-through rate of 14% (5% higher than industry comparisons) and a low unsubscribe rate of 20 requests per 100,000 sends (0.02%). And, with a better understanding of its customers and their needs, the Client is now better able to drive repeat sales.