



Delivering Insightful Marketing - bubbleboxmedia.com

Issue: December 2008



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Dear Tracey,

Welcome to bubblebox:media's *the INSIGHT* December newsletter, Delivering Insightful Marketing on a regular basis.

With Christmas around the corner, we are already executing plans for 2009. Many ESP's have a common theme; to enable their clients to deliver relevant and targeted content to their subscribers. This is for one main reason - it works! How you gain insight from your data to enable you to segment and analyze is often a harder task. In this issue, we introduce a visual approach to segmentation and analysis through the use of drag and drop capability - (Digital Marketing Solution). Of course, this is in addition to the normal spoonful of handy email marketing hints.

On behalf of the bubblebox:media team we would like to wish you all a very Merry Christmas and Happy New Year.

Festive Greetings
The bubblebox:media team.

New email analytics explained

The difference between profit and loss can turn on a marketer's ability to define and target the right customer segments. Now there's a new integrated solution for those looking to acquire deep customer insights from their email campaigns and CRM data.

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Data by design

Everyone knows it's important to analyse campaign results for success. But what exactly are you analysing? If you design your emails with data analysis in mind, you can be certain you're measuring the right things. Success will surely follow.

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How to measure success

Marketing does not exist in a vacuum - so response rates to your campaign are not enough to determine its effectiveness. Return on investment and other key metrics are what really matter to the organisation. Learn how to count them.

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Client test results

In a recent test a 46% revenue increase was achieved. smartFOCUS DIGITAL ran a test with The Wine Society analyzing the benefits of Goodmail CertifiedEmail. We share the full results with you.

[>> Full story here](#)

Easier analysis

Using smartMARKETER 5.0, the latest release of our email delivery software, it's even easier to integrate with Web Analytics. We're accredited by Omniture, or you can use Google Web Analytics to see the traffic driven to your website from your email campaigns.

[>> smarter marketing](#)

smartMARKETER

Recently Released smartMARKETER eChannel v5.0



smartFOCUS DIGITAL ASP clients have recently been upgraded to smartMARKETER eChannel v5.0. Some exciting highlights of the new version included:

- Additional campaign Management functionality allows you to schedule campaigns with multiple actions and dependencies.
- New target management functionality allowing you to create lists in a more flexible way and organise lists into folders.
- New WYSIWYG Editor, with full functionality for forms and support for image maps with tracked links.
- The ability to set your local timezone and schedule campaigns using that timezone.

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Until the next issue - speak to you in 2009!

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Latest News

November 19, 2008
UNIGLOBE Travel fly with bubblebox:media to accelerate their email marketing strategy



[>> Read full Press Release](#)
Why not contact us to learn more about how we can help you in the Travel Industry....

We have been wanting to execute intelligent Email Marketing campaigns on behalf of our franchisees for a while now, however we were limited by the technology we had access to. Whilst there are a number of Email Service Providers in the market place, only bubblebox:media had the technology and consultancy experience to deliver. Working with the bubblebox:media team, combined with access to the smartMARKETER platform we are now **only limited** by our own imagination.

Peter Knowlton,
Marketing Director of
UNIGLOBE Travel
(Western Canada) Inc.

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