

Bounty Halves Email Campaign Construction Time and Achieves Over 95% Deliverability Rate

Business Benefits

- Achieved delivery rates of over 95%
- Halved email campaign construction time
- Improved segmentation and analysis

Synopsis

Bounty is the UK's premier parenting club with over three million members. The organisation provides multiple channels for other family-focused companies to get their product or message to their target audience. The organisation works with the NHS and retail partners to distribute over 3.4 million Bounty packs containing essential samples and information to families with young children every year.

Bounty wanted to increase its email marketing capability. The company's existing email delivery platform was not able to support complex activities like customer segmentation, and comprehensive campaign analysis. Bounty knew that this functionality would be crucial if it was to improve communication with its members and provide third parties with the standard of marketing they required. Bounty also wanted to make it easier to launch campaigns and ensure consistently high delivery rates.

Bounty was able to easily integrate the smartFOCUS DIGITAL solution into an existing smartFOCUS marketing software deployment, allowing for much more accurately targeted email campaigns, improved analysis of digital campaigns, faster email campaign construction times, and an increase in profitability.

Challenges

Before Bounty deployed smartFOCUS DIGITAL, it was using another in-house email marketing solution. Despite this, email was not integrated into the business as much as Bounty would like. Part of the reason for this was that Bounty was growing and the email solution it was using was unable to keep pace. "We realised we needed to be capable of much better targeting," says Mike Flight, Data Services Manager for Bounty. "The solution we were using simply could not offer us the flexibility to segment our customer data in an effective way."

Another challenge Bounty faced was that it was unable to conduct any meaningful campaign analysis. "Our email marketing system was geared towards functionality rather than understanding," says Flight. "This meant we were unable to get a clear picture of what messages customers were and were not responding to."

Bounty is a long-term smartFOCUS customer with a highly successful core smartFOCUS marketing deployment. "We were looking for an email service provider that would easily integrate with the smartFOCUS software we already used," says Flight. "Although it was possible to integrate the majority of offerings in the market into our core marketing solution, with smartFOCUS DIGITAL it would be almost effortless. Plus, we looked around the market and quickly discovered that smartFOCUS DIGITAL's functionality couldn't be beaten."

The Solution

After implementing the smartFOCUS DIGITAL email delivery platform, Bounty was able to start segmenting its database. The email solution integrated easily with Bounty's smartFOCUS deployment, allowing it to feed into and receive data from the single customer view.

BOUNTY[®]

The UK's favourite parenting club

Customer

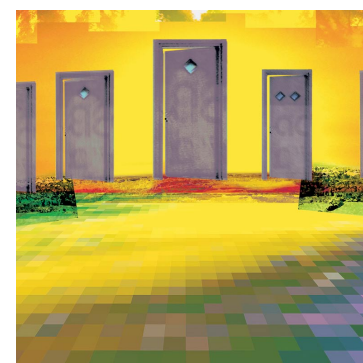
Bounty

Industry Sector

Retail

Solution Components

- Email Marketing
- Data Quality/Management
- Single Customer View
- Analysis & Visualization
- Predictive Modeling
- Campaign Management
- Reporting
- Managed Service



smartFOCUSDIGITAL

"Our targeting is now intensely focused," says Flight. "Members now receive only communications and offers that have relevance to their lives. Because messages are more relevant, customers are much more engaged, and more likely to do business with us too." The improved segmentation afforded to Bounty through smartFOCUS DIGITAL has allowed email to become a core marketing channel for Bounty. "Email is helping us engage with members, from the first time they visit a GP prenatal, right up to when their children start school," says Flight. "The messages a member will want to receive when they are prenatal are very different to what they will want to know about when their children are a year old. Because targeting is much improved, we can ensure that our communications are relevant to each member's specific situation."

Bounty now conducts a range of email marketing activities. As well as messages detailing offers, and product updates, Bounty also sends out a weekly newsletter, personalised for each individual member. The company has discovered that setting up and launching these campaigns is a much simpler task than it was. "smartFOCUS DIGITAL is really easy to use," says Flight. "Being based on a content management system, the marketers have full control over all functions. The interface is clean and easy to use too, and this has helped us halve the time it takes to put campaigns together." Deliverability and response are also good. "Click-throughs are always high, and we consistently hit over 95% deliverability," says Flight.

Bounty is now able to comprehensively analyse the results of campaigns, and the progress of current ones. The email software feeds into Bounty's existing smartFOCUS deployment. "We are getting much more information back than we were. This is helping us refine campaigns and determine our future marketing strategy."

The Bottom Line

Since deploying the smartFOCUS DIGITAL solution, Bounty has greatly increased the flexibility of its email marketing. The company is now capable of complex segmentation and vastly improved analysis. "We have seen profits increase year on year, and email has played a key role in this," says Flight. "Our marketers are impressed with the flexibility the email delivery platform offers. We haven't encountered an email marketing challenge we couldn't address with smartFOCUS DIGITAL. I think that says volumes about the quality of the solution."

About smartFOCUS

smartFOCUS (LSE:STF) is a leading international provider of high performance multi-channel marketing software. Combining intelligence and speed the software drives high performance multi-channel campaigns to generate more valuable customer relationships. Its marketing solutions integrate offline and online data, analysis, campaign and performance management to deliver better targeted, more timely and relevant communications that improve customer insight. Its marketing solutions are offered in the Software as a Service (SaaS) model and are available with a choice between in-house or out-sourced deployment. These are made available directly and through the global partner network.

smartFOCUS has a customer base of over 700 B2C and B2B businesses and partners worldwide using its marketing software including ASOS, Center Parcs, EasyJet, EMI, Epson Europe, Harrods, Hilton International, Manchester United FC, Rabobank, Sony Europe, Société Générale, Eurocamp, RCI-GVN, Landal Green Park, and QVC.

smartFOCUS is headquartered in the UK, with offices in the US, Europe and Asia Pacific.

Contact Details

smartFOCUS Headquarters

One Redcliff Street
BRISTOL
BS1 6NP
UK
Tel: +44 117 943 5800
Fax: +44 117 927 7588
www.smartfocus.com

smartFOCUS DIGITAL Headquarters

The Barley Mow Business Centre
10 Barley Mow Passage
LONDON W4 4PH
UK
Tel: +44 (0) 207 965 6050
Fax: +44 (0) 207 965 6051
www.smartfocusdigital.com

International Offices

Paris Office
Tel: +33 141 188989
Amsterdam Office
Tel: +31 33 453 7070
Boston Office
Tel: +1 617 663 5758
Denver Office
Tel: +1 303 296 9966



“ We haven't encountered an email marketing challenge we couldn't address with smartFOCUS DIGITAL. I think that says volumes about the quality of the solution.”