

LK Bennett planning targeted email campaigns with smartFOCUS DIGITAL

Luxury shoes, clothing and accessories brand to enhance email marketing and gain greater customer insight with smartFOCUS DIGITAL

Synopsis

smartFOCUS DIGITAL, a leader in email and digital marketing, has been chosen by LK Bennett, British women's wear retailer, positioned between the premium end of the high street and international designer brands, to supply an email solution that will provide personalised email contact across international campaigns.

The online and luxury fashion retailer has utilised smartMARKETER eChannel 5.0, a digital marketing system that includes advanced list management capabilities, and content targeting features that can automatically trigger individually tailored e-mails to thousands of recipients. eChannel also enables easy comparisons between campaigns, allowing marketers to judge the effectiveness of different campaigns and tactics used. This will help the LK Bennett marketing team engage with its customers by providing tailored updates.

LK Bennett was looking for a technology system that could gain greater customer insight and have the capabilities to design and segment lists at ease, thereby increasing the conversion rate of the current customer base. It is also vital to be able to add new customers to the existing base, being able to cleanly incorporate this data and be ready to go for future email campaigns.

The Solution

The smartFOCUS DIGITAL solution will also be used to improve the quality of the customer data, by utilising the eChannel forms functionality. The solution is able to create smooth and easy to use data capture forms, furthering the options the marketers will have to tailor future campaigns.

Now the LK Bennett marketing team will ultimately be able to manage their marketing campaigns efficiently, using the advanced campaign analysis and reporting features to oversee and track the results of campaigns.

LK Bennett's Head of e-Commerce, Kate Smyth, said: 'We recognise the need to connect with our customers and offer them updates on the products that interest them the most. Working with smartFOCUS DIGITAL will take us a step closer to achieving this objective. We were extremely impressed with the ease of use of the system and we have had positive feedback from the marketing team at LK Bennett who are looking forward to strengthening our relationship with customers.'

L.K. BENNETT
LONDON

Customer

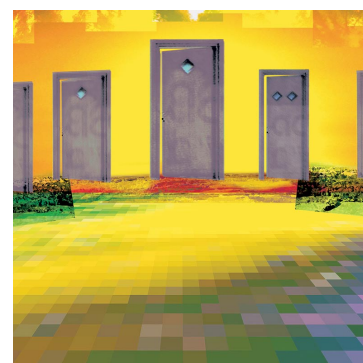
L.K. Bennett

Industry Sector

Retail

Solution Components

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



smartFOCUSDIGITAL

Bryan Black, sales director of smartFOCUS DIGITAL, said: 'Being selected by a trusted fashion brand such as LK Bennett truly shows the strength of our digital marketing solution, and proves that we can help our clients build strong relationships with their customers. It is gratifying to see a UK based company performing so well in a very competitive market place and the ability to understand and market to its customers more effectively will propel LK Bennett to even greater success.'

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. www.smartfocus.com



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