

The Publishing Group writes the book on digital marketing

Business Benefits

- 20% increase in website traffic
- 97% deliverability rate
- Open rates as high as 40%

Synopsis

The Publishing Group is a new media company with a traditional publishing background. Owning some major brand name publications within the financial publishing sector, the company aims to take its financial publishing experience to a global marketplace.

The Publishing Group wanted to radically improve the way it handled its digital marketing. The company needed an easy to use system that would allow it to conduct crucial campaign analysis, and ensure consistently good deliverability, open, and clickthrough rates. As a smaller company, The Publishing Group did not want to put a burden on its IT department, so it chose to use the smartFOCUS DIGITAL email delivery platform, externally hosted and delivered as a service. Since using the solution, the company has experienced deliverability rates of 97% and open rates as high as 40%.

Challenges

Before it started to use the smartFOCUS DIGITAL email delivery platform, The Publishing Group managed its digital marketing in-house. "We were not using a dedicated marketing system," says Marco Callegari, sales director for The Publishing Group. "As a result, we didn't really have any way of tracking campaign results, such as delivered messages, open rates or clickthroughs."

Seeking to improve this, the company started working with an email service provider. Unfortunately, the ESP could not provide the functionality that The Publishing Group needed it to. "The system was not very user-friendly," says Callegari. "The control panel was difficult to use, and the lack of an effective folder system meant that once a campaign was sent, all the data needed to be recollected for another campaign."

An even bigger problem for The Publishing Group was that its messages became blocked by ISPs. "The Publishing Group's revenue is largely driven by directing our customers to our website," says Callegari. "So as you can imagine, having our messages blocked was costing us a lot of potential revenue." The Publishing Group turned to its ESP for help. "The company gave us a list of things we needed to do get the ISPs to let our messages through," says Callegari. "Rather than help us directly, it just watched from the sidelines, which wasn't particularly helpful." The Publishing Group wanted to work with an ESP that could provide practical assistance as well as advice. "As a small company, we didn't want the work of managing the maintenance side of digital marketing ourselves," says Callegari, "so we started looking for another ESP that could provide us with support."

The Solution

The Publishing Group chose smartFOCUS DIGITAL to help it manage its digital marketing. "smartFOCUS DIGITAL has strong links with ISPs," says Callegari. "The team there helped us get a new IP address so we could start our marketing fresh." With its emails now being delivered again, The Publishing Group started using the smartFOCUS DIGITAL solution to manage its email campaigns.



Customer

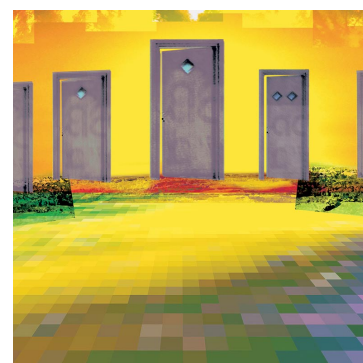
The Publishing Group

Industry Sector

Media

Solution Components

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



The Publishing Group's marketing team sends daily email alerts to customers, and each of its magazines also comes with a regular newsletter. "When we started using smartFOCUS DIGITAL, we were finally able to see campaign results," says Callegari. Having crucial metrics available, such as deliverability and response rates, has helped The Publishing Group refine its marketing further. "We now enjoy consistently high deliverability rates of around 97%," says Callegari. "Response rates are also extremely high. The average is about 25%, but campaigns can go as high as 40%." The email campaigns have played a key role in increasing customer engagement. "We have seen a 20% increase in traffic to our site," says Callegari.

The smartFOCUS DIGITAL delivery platform is hosted externally, with all its functions accessible through a web application. "We didn't want to have to implement a system in-house, go through the expense and hassle of maintaining it," explains Callegari. "Having the system hosted by smartFOCUS DIGITAL means that all we had to think about was how we use it to improve our marketing." Callegari is grateful for the direct control that the Software as a Service model provides. "As a smaller business, we don't really want to put any more pressure on the IT department than we already do. External hosting means we get a completely reliable, affordable way to market our services."

The Bottom Line

Since using the smartFOCUS DIGITAL email delivery platform, The Publishing Group has experienced deliverability rates of 97% and response rates as high as 40%. The company is benefiting from smartFOCUS DIGITAL's expertise, helping it stay on the right side of ISPs. "smartFOCUS DIGITAL has been great," says Callegari. "Marketing tools are available to us when we need them, launching campaigns is simple, as is tracking the results. At the end of the day, it's one less headache, and I'd recommend it to anyone."

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, Epsom 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.

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