

# smartFOCUS helps Terrapinn reduce marketing campaign construction time by 83%

Terrapinn is a Global business media company that organises and delivers business to business trade exhibitions, conferences, training solutions, and electronic and print communications.

## Synopsis

Terrapinn's marketing strategy was being undermined by its outdated marketing system. The interface was clunky and required quite a high level of expertise to operate. Terrapinn wanted something that the entire marketing department could use - from junior to senior positions. In addition it needed to implement a system that would give it the flexibility to create customised campaigns quickly. The company implemented smartFOCUS's intelligent marketing software and saw a huge improvement in the effectiveness of its marketing.

## The Challenge

Terrapinn was struggling with its existing marketing system. The company had been using the technology for many years and it hadn't aged well. "The old, outdated system was really limiting our ability to promote the company," says Sharon Roessen, group marketing director. "One of the main reasons for this is that we were only capable of making very basic data selections." The organisation knew that if it was to optimise its marketing, it needed to create data bandings and deliver targeted campaigns. Unfortunately, the company could not create these bandings without a significant investment of time and effort. "If we wanted to send direct mail to bankers in Asia, for example, we would first have to work out a way of getting the information out of the database, usually by dragging entries into Microsoft Excel," says Roessen. "It was a time consuming process, and because it was manual there was always a strong potential for human error." As a result of this, when the customer bandings were completed, they were too simplistic to be effective. Terrapinn also wanted to improve the effectiveness of its email marketing. "Again, targeted campaigns were difficult, and delivery and response rates were not as high as we needed them to be," says Roessen.

Another persistent problem with the previous system was that it was difficult for marketers to use. "One of the great things about Terrapinn is that we hire a lot of young graduates," explains Roessen. "Of course, they need to be trained, and to gain experience, but it was hard for them to do this when they were constantly battling with the technology." Junior users were unable to easily manipulate data and were reliant on the top marketers to help them generate and deliver the campaigns they needed to.

This had a knock-on effect, as the head marketers were finding the majority of their time was being taken up by sorting out this data, instead of the planning and analysis they needed to do. As well as data being difficult to access and manipulate, the interface and design was unintuitive. "It became very clear to us that we needed to change the system to something much more user-friendly for marketers," says Roessen.



## Customer

Terrapinn

## Industry Sector

Events planning

## Services

Business to business events and communications

## Solution Components

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



**smartFOCUS**  
Intelligent Marketing

Terrapinn is a growing, international company, but it was struggling to understand how effective its marketing was in different territories. The existing system had limited reporting functions, meaning that analysis was extremely difficult. As a result of this, and because customer data took so long to manipulate, the company was unable to alter its plans and strategies once a campaign had been launched.

## The Solution

Terrapinn deployed smartANALYZER, smartCAMPAIGNER and smartFOCUS DIGITAL, the email service provider. Immediately, the company started working on creating more complex and flexible bandings for marketers to use. "A team of marketers worked with the smartFOCUS software to produce bandings," says Roessen. "This would have been difficult before, but with smartFOCUS it was a very quick and simple task." Now, rather than marketers having to create their own bandings from the data, they are able to refer to the pre-existing bandings instead. "The bandings are like blocks," says Roessen. "Marketers build their campaigns out of these blocks, and pre-built templates, and this is considerably easier, and much faster, than it was before." With this new system, campaigns that would once take up to three days to construct can be put together in two or three hours. Because it is much easier for marketers to set up campaigns, the heads of marketing are able to invest more time into driving the company's strategy and events. "The top marketers are still a great source of knowledge, but the campaign building process is far less reliant on these few individuals."

Terrapinn worked closely with smartFOCUS DIGITAL to improve the effectiveness of its email marketing. The two organisations built templates that allow Terrapinn to easily create emails that are personalised to individual recipients. smartFOCUS DIGITAL's expertise in email marketing ensured the messages reached their recipients' inboxes and not their spam filters. Email marketing benefitted greatly from the implementation of the smartFOCUS solution. Delivery rates, click-throughs and the number of emails opened all improved dramatically.

The smartFOCUS solution has also greatly improved Terrapinn's ability to view and analyse the response to its marketing campaigns. "We market our business primarily in three ways - direct mail, email and telemarketing. When we moved to the smartFOCUS solution, visibility in all of these improved exponentially." Terrapinn can now see which campaigns people are responding to or what isn't working well, and can then change or construct a campaign to reflect its findings. Information can be seen and manipulated quickly so Terrapinn can easily pass the information to other marketing divisions, like telesales. "When we deployed the solution, our primary goal was to improve our campaigning," says Roessen. "What is happening now is that we are using the system as much for learning as we are campaigning, which has been a very pleasant surprise."

## The Bottom Line/ROI:

Thanks to the smartFOCUS intelligent marketing solution, Terrapinn has been able to streamline the way it conducts its marketing. Campaigns that used to take three days to plan and put together by top marketers can be constructed by people in a junior position in two or three hours.

Terrapinn has been able to produce effective, tightly focused campaigns. Roessen is very pleased with the results from using the smartFOCUS solution. Terrapinn's email marketing is much more effective than it was, with 94 percent of messages delivered.



## Benefits:

- Reduced time necessary to construct campaigns from 3 days to 3 hours
- Customer retention up 30% in six months
- Overall marketing response increased by 22%

There has been a 25 percent increase in the number of emails opened, and the click-through rate increase by 40 percent. "In six months, customer retention was up 30 percent, and the overall response rate has increased by 22 percent," says Roessen. "The smartFOCUS software is clearly making a real difference to our company."

## About smartFOCUS

smartFOCUS Group plc (LSE:STF), a leading international multichannel marketing software company, helps companies transform their marketing performance by empowering marketers with the insight to make better decisions and more effectively deliver relevant, personalised and timely communications which improve business results.

smartFOCUS makes it easy, practical and cost effective for marketers to deliver performance driven multichannel marketing through its Intelligent Marketing Application Suite. smartFOCUS combines its powerful intuitive applications for analysis, campaign management, digital execution and reporting, with flexible deployment options and service expertise.

Hundreds of companies around the world rely on smartFOCUS and its global network of marketing service providers for multichannel marketing solutions and services. Our clients include AAA, ABN AMRO, ATOS, Center Parcs, EMI, Figleaves.com, Harrods, Hilton International, NSPCC, Société Générale, QVC and many more.

smartFOCUS is headquartered in the UK, with offices in the US, Europe and Asia Pacific. [www.smartfocus.com](http://www.smartfocus.com)



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## Contact Details

### smartFOCUS Headquarters

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