

Elsevier Science and Technology (S&T) standardises on Email Reaction

Elsevier is a leading publisher of scientific, technical and health information products and services with more than 7,500 employees in 74 offices in 25 countries.

The Marketing Services department support over 125 bulk email software users in over 11 locations worldwide.

Synopsis

A stable and flexible system for e-marketing campaign management is key to supporting Elsevier's strategy to increase the focus on online marketing.

Throughout 2006, it became apparent that the needs of Elsevier's users were becoming increasingly sophisticated, with strong demands for improved e-mail marketing functionality such as WYSIWIG HTML editor, recency/frequency capping and the support of local language character sets.

The Challenge

Although many users do have a requirement for more sophisticated email marketing capabilities, such as dynamic content, sequenced automation, RSS, the ability to create lead capture forms, and surveys and integration with web analytics software, there is still a requirement to support the more standard user. Any solution, therefore, needed to be extremely easy to use and intuitive, without sacrificing advanced features for the more experienced user.

"We have a lot of non-technical users who want to be able to manage their own campaigns so ease of use was key. We also needed a tool which was robust and stable and supported a large variety of workflow and approval management processes." says Jo Parkin, Marketing Systems Manager at Elsevier.

The Solution

The Marketing Services division introduced Email Reaction at the end of 2006, as a standard solution offering a full range of features that could be adopted with minimal training across the organisation. While the old system had only 70 users, Email Reaction now has over 125 and has been adopted by almost all S&T business groups to manage their bulk email communications.

"We approached 30 different software providers, saw ten demonstrations and shortlisted four to run a proof of concept with key users from across the business. We involved our key users at every stage of the selection process because their approval was vital for the success of the project." says Parkin.

Email Reaction was very much the preferred option in terms of ease of use.

"As well as a comprehensive feature set, we felt Email Reaction offered by far the simplest and most intuitive user interface that requires minimum training and little or no technical knowledge". Most people who had previously used an email tool could pick it up with very little training.



Customer

Elsevier

Industry Sector

Publishing

Solution Components

- Web Reaction
- ASP Solution
- Licence Install
- smartREACTION
- Managed Solutions
- Integration & API
- Consultancy
- Bespoke Solution

email reaction
A SMARTFOCUS Group Company

The Solution continued...

Several groups use a workflow/approval management process but have found that in some cases the ability to lock templates has enabled them to relax central control of messages.

"We've been able to lock down elements of the templates, such as the design and the privacy policy, to make sure we're legally compliant and are following our style guidelines," says Parkin. "It's enabled us to roll out the software around the world quickly and save time in approvals"

She adds: "We also now have the ability to create microsites and lead capture forms ourselves, via the easy to use interface within Email Reaction. It's a real bonus for the business as we have between 20 and 30 websites worldwide, and it can take time to make changes to them. Using Email Reaction, we can respond much more quickly."

Any data captured can easily be pulled into Elsevier's marketing data warehouse using the SOAP Application Programming Interface to provide more in-depth analysis and reporting, as well as improved profiling and segmentation based on behavioural data for more targeted marketing activities

Parkin concludes: "Email reaction meets most of our general requirements. The best thing is ease of use. It's very simple, but still has most of the functionality our users want. Unlike some other tools, the workflows are intuitive. We have enthusiastic users and good uptake across the business. We also spend less time on support."

About email reaction

Email Reaction is a leading provider of on-demand marketing software for email and on-line channels. A fast growing part of smartFOCUS Group plc, (LSE; STF) the international marketing software company, Email Reaction combines powerful analytics with campaign management to deliver marketers high performance on-line marketing via email, SMS, RSS and web channels. Email Reaction's products can be deployed on-demand or as an on-premises license.

Based in the UK Email Reaction provides digital marketing solutions to 100's of companies internationally, including Gcap Media, Associated Newspapers, Money Supermarket, Barclays Bank, Pearson, The Labour Party and Capgemini.
www.emailreaction.com

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