



dbg

POWERFUL SOLUTIONS.
INTELLIGENT IDEAS.

CASE STUDY

One North East Increase Email Response Rates



One North East (ONE) is the Regional Development Agency (RDA) covering North East England - Northumberland, Tyne & Wear, County Durham, Tees Valley.

The Challenge

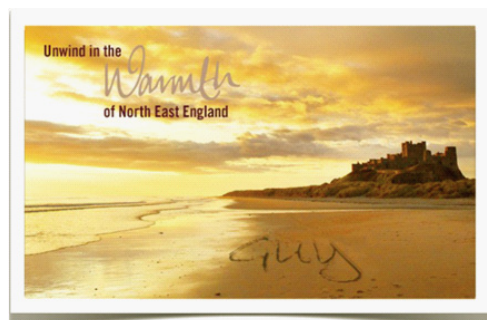
ONE wanted to promote autumn holiday offers in North East England. They enlisted the expertise of dbg to assist with the campaign and to help them make the most of their customer data.

dbg had already been chosen to support ONE in the development of a data warehouse. This was used to capture data from brochure requests, competition and coupon entries, and to provide live flexible web forms that could be accessed by the general public and the contact centre. This allowed ONE to capture valuable data on potential customers when they requested brochure or entering a competition.

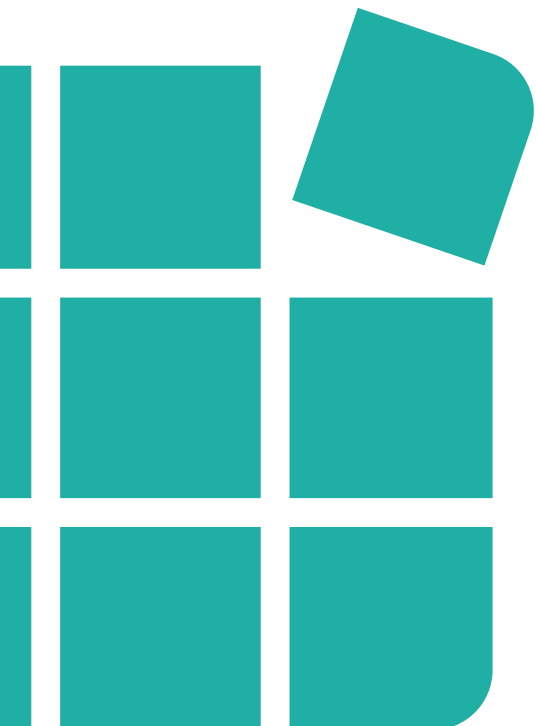
The Solution

dbg had already been helping ONE investigate innovative new ways of targeting customers and individuals who had requested brochures or entered competitions. One of the proposals to increase the response rate to such campaigns was to use ePIC to promote the picturesque landscapes in the North East and to personalise

the mailing by using customised text (writing in the sand).



ONE had multiple spreadsheets containing customer data that they wanted to use for the e-PIC mailing, which dbg collated and split into 2 categories; personalised (first name available) and non personalised data (no name available). dbg used both data expertise and specialist processing tools to check the language content, quality of email addresses and to cleanse the data to ensure it was accurate and efficient. This was then ready to use for the final broadcast.





Solution Continued...

A number of different pictures were tried as the original colour pallet was too similar to skin tone which increases the risk of this being blocked by ISPs. Once this was highlighted to ONE and the colour pallet changed the final picture and dataset were merged in order to produce the final mailing files.

The Outcome

In order to successfully implement the campaign ONE and dbg worked very closely together .The e-mail campaign was dispatched over 4 days with great results.

- 55% higher open rates for personalised emails than non personalised
- 130% higher click through rates
- Approximately 40,000 contacts generated over 1,030 booking enquiries and 1,515 competition entries

The results have been very impressive and really show the value of effective data processing, combined with an innovative campaign.

“dbg have delivered an extremely successful, innovative email campaign. We love the dynamic imagery, which we believe plays a major role in helping us communicate our brand within an increasingly competitive marketplace. In terms of responsiveness, enquiries, and competition entries, the results have exceeded our expectations. Our international marketing team will now implement the same approach of highly personalised e-communications to market North East England to overseas visitors.”

Caroline Hitchen, Brand Manager UK, One North East

Contact us:

telephone: +44 (0)844 870 1285
 email: enquiries@dbg.co.uk
 website: www.dbg.co.uk

