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CASE STUDY



RSPB Improve Email Marketing Performance

The RSPB is driven by a passionate belief that we all have a responsibility to protect birds and the environment. The organisation now has over a million members.

The Challenge

Prior to contracting with dbg, the Royal Society for the Protection of Birds (RSPB) carried out its email broadcasting in-house. As monthly broadcast volumes grew, RSPB encountered a number of problems:

- Broadcasts were taking days to fulfil
- No personalisation was possible
- Limited reporting capability
- Lower than expected delivery rate

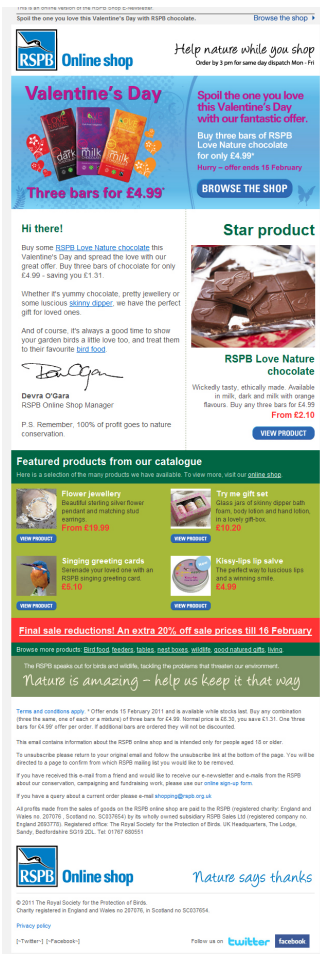
To address these issues RSPB made the decision to outsource its email broadcasting to dbg. They were seeking a supplier that could help them resolve the issues they were facing, and also provide industry best practice advice.

The Solution

RSPB adopted dbg's ecos email campaign management tool to broadcast their email communications and e-newsletters. In addition dbg also assisted RSPB in achieving Return Path's Sender Score Accreditation to improve deliverability.

Since working with dbg RSPB have made some fantastic improvements:

- RSPB's monthly newsletter broadcasts of around 250K emails now take only an hour to broadcast – a substantial improvement on previous status broadcasts
- Segmentation capabilities mean that RSPB can now apply enhanced targeting to its audience
- The most responsive segment of its e-newsletter program now has a click-through rate 47% higher than its benchmark average
- RSPB has access to a full range of reporting metrics which were not previously available - substantially enhancing its ability to measure its eCRM budget



The Outcome

These capabilities have allowed RSPB's email program to expand, with monthly volumes having increased almost three-fold to a current average of approximately 800K emails pm. The original monthly e-newsletter has now extended to no fewer than five regular programs which are broadcast each month.

Since achieving Return Path Accreditation, RSPB has been reporting enviable average delivery rates of 99.3%. For the same period, click-through rates for the "members" segment of RSPB's monthly e-newsletter program have increased by 20% - an exceptional result.

"With the benefit of dbg's expertise, we have been able to significantly extend our email marketing program. As a charity, the RSPB is obviously more cost conscious than most organisations, but the benefits that we have obtained from our relationship with dbg have fully justified our decision to appoint them as our ESP."

Joanne Whitehead,
Marketing Manager, RSPB



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