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## CASE STUDY



# Renault Improve Email Performance

**Renault is one of the world's largest car manufacturers with a presence in over 118 countries. They are famed for their French heritage and 'va va voom', plus involvement in Formula 1 and their efforts to make cars more environmentally friendly.**

### The Challenge

Renault UK had been working with a media agency to broadcast their email marketing communications.

Whilst the agency could fulfil the activity, they were lacking in email expertise. The email programme was under performing as a result of this; with a low deliverability rate and email designs that did not comply with industry standards.

Renault UK was already working with dbg to deliver a marketing single customer view, using data to drive their marketing and customer communications and managing all data extracts for email campaigns.

Renault was looking for a supplier who would offer them best practice advice, streamline processes and improve the programme performance.

### The Solution

dbg were appointed to manage Renault's email programme in 2007 with some key objectives. dbg ecos, our best in class email marketing tool was deployed alongside an account management team who could offer best practice advice to improve the performance of Renault's email marketing.

Renault send a variety of newsletters and communications specific to interest areas such as Renaultsport, Renault Retail, Renault Business.

The first task was to align the current marketing programme with best practice and apply for Return Path's Sender Score Accreditation. After a number of steps such as data cleansing, a dedicated IP address and authorised domains.



“It made sense to collaborate with a partner who already knew our business so well and who we knew we could rely on to deliver. dbg are both data and email experts, meaning our marketing programmes are enhanced by their knowledge”

### The Outcome

Renault were awarded sender score certification within months and the team enjoyed increased inbox placement with key ISP's such as Hotmail, which is key to driving enhanced engagement and ROI.

With more emails reaching the inbox, the next step was to focus on conversion and subject lines. For each newsletter communication the marketing team test a number of subject lines to maximise open rates and clicks - 5 different options are tested with a random sample of data and the one with the best results is chosen.

This process is simple using the segmentation functionality within dbg ecos.

From a design perspective, Renault benefit from best practice advice direct from the DMA Email council and a key number of suggestions have been incorporated:

- Important links with the header content: online version, unsubscribe, add to safe sender list
- Composition: a balance of text and images with alt tags applied to all images
- Rendering: using campaign monitor prior to mailing, Renault can be sure their emails will look right in all mail formats including the special characters
- Clear calls to action: visible throughout the text to improve conversion, including links to social media



“The service dbg deliver is faultless - there is always someone who can support us when we need it. We're delighted with the results we're now achieving from email.”

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