

Email Marketing Campaigns

Client: Microchip

Objective: To drive quality traffic to the Microchip website, increasing brand, product and training programme awareness and also sales throughout Europe.

Activities: Napier is responsible for managing Microchip's email marketing campaigns across 42 European countries. This ranges from providing client-specific advice, planning, writing and constructing the emails, to issuing them and reporting on the results. We use a top email marketing provider to host our client's databases and this allows us to produce highly targeted and cost efficient HTML email marketing campaigns, as well as provide full post campaign analysis and reporting.

Results: With an average open rate of 29% and a click rate of 13% (benchmarked over 30 emails in 2008), Napier have helped Microchip achieve greater than average open and clicks rates for the IT/Electronics industry (26% & 4% respectively, according to Reuters 2008 report).