

Ongoing Email Marketing Campaign

Client: ACAL UK and Europe

Objective: Continue ongoing email marketing campaigns in the UK and achieve success with European newsletters by making best use of ACAL's in-house database.

Activities: Napier has continued to maximise the use of contacts from ACAL's Netsuite database, through the creation of regular email newsletters featuring a number of ACAL's franchises, together with ad-hoc emails highlighting new lines and promotions. ACAL's European subsidiaries are also beginning to greater utilise Napier's email service by including a range of successful UK stories within their newsletters.

Results: The campaigns have fostered ongoing customer relationships, through an active, permission-based database of over 55,615 contacts. Click through rates are typically 8% per newsletter, with responses clearly increasing when incentives are included. New customers have been acquired through the programme, which has since continued to roll out throughout ACAL's European operations.