

## Case Study

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*Retail Clothing Business*



For this company Vissent built a HTML couponing campaign with personalization within the e-mail. The challenge faced here was introducing a brick-and-mortar store to an online audience. Although a little unsure about venturing online, the results of the promotion put an end to any apprehension.

### **Campaign Characteristics**

Vissent completely designed the coupon; all that was needed from our client to get the campaign going was their e-mail address list. Over the duration of this campaign we sent out over 700 e-mails promoting the first ever warehouse sale. There was one personalization in the message, which was the recipient's name at the beginning of the e-mail. User information that was captured was the following:

- Whether or not the e-mail was opened
- Date opened
- If links were clicked
- Date and time link
- User bandwidth
- Type of media player
- Flash version and
- Browser type

Although some of the information captured was not relevant for this promotion, the information collected will help in the design of future campaigns. Another service provided was e-mail address validation. A list of bad addresses was presented to our client at the conclusion of the job.

### **Results/Benefits**

Results were extremely positive for the promotion. Forty percent of the messages sent were opened. This affords our client the ability to know exactly how effective the campaign was. Messages were opened with the highest frequency within five days of the campaign's launch. Shop customers had to print out the coupon to use the discount. Making it necessary to bring the coupon into the store provided our client results he could directly see. The impact of the marketing dollars spent was tangible. Our e-mail campaign system also provided statistics that standard alternatives such as regular mail or print ads could never provide. All the

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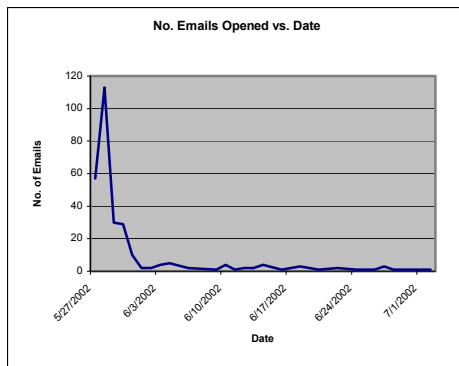
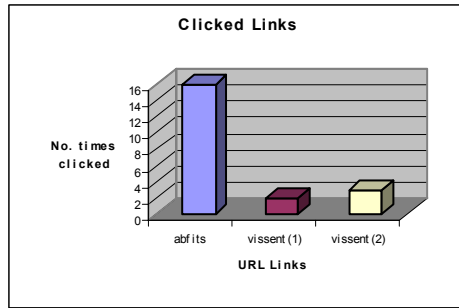
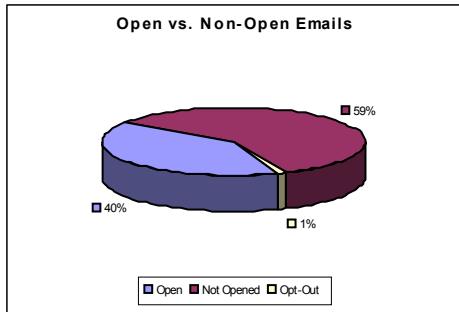
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information gathered will help optimize spending on marketing and provide the knowledge of the optimal times to launch a campaign.

Our client recovered all of its marketing costs after its first day of sale. The traditional mailer was more expensive...and it arrived in the recipients' mail boxes the day after the sale had begun!



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