

Case Study //

Rolling out email provision within a complicated organisation



Client

Incisive Media

Challenge

Rolling out email provision within a complicated organisation.

Result

Marketing spend is reduced, campaign effectiveness is up.

Incisive Media employ over 2,000 staff in 27 offices across three continents. Rapidly expanding through acquisition, Incisive Media have recently added VNU to their portfolio.

They have appointed Adestra to replace a number of incumbent email suppliers to allow a consolidated approach to email marketing.

Such a complicated organisation presents challenges when introducing an alternative technology. There are a large number of users with different email requirements across multiple sites in different countries. This is a large undertaking.

This case study explores how Adestra has successfully worked with all stakeholders within Incisive Media to ensure a smooth and quick roll out.

Requirements

The roll out has touched almost every marketing team within this organisation. Indeed, JB, Head of Product Marketing describes the consolidation within one email platform as "transforming our business" through providing a new layer of intelligence and insight. This knowledge is allowing Incisive to challenge previously held beliefs and ensure marketing campaigns continue to be as effective as possible.

In particular, there have been the following implications:

- **Data Management:** Working closely with SH, Database Manager, Adestra's technology has allowed the implementation of standard data capture, cleaning, and suppression policies. This has involved advising on compliance and best practice whilst supporting the roll out of new procedures across many teams.

- **Integration:** Adestra technology now integrates with over 50 web sites and multiple database platforms to support an email strategy based upon a one customer view.
- **Training:** following on from simple product training, a rolling program of best practice has been established covering design, targeting, deliverability, testing and measurement. Adestra's Client Strategy Consultants have worked with individual marketers to help translate campaign results and devise plans for improvement.
- **Marketing Strategy:** close analysis of campaign results has allowed SH, Database Manager to change policies towards third party data rentals to promote and prove the business case for relevant email marketing consistently outperforming blanket approaches.
- **Culture:** Having campaign results easily available is helping unite marketers and encourage them to share knowledge, particularly important as the marketing team has grown significantly with new corporate acquisitions.
- **Administration:** a streamlined process to ensure easy processing of invoicing.

Result

Incisive Media have been able to save thousands of pounds by cutting out ineffective marketing communications. At the same time, improved campaign effectiveness is pushing up returns. With reduced costs and better returns, Incisive Media's marketing efficiency has improved considerably.

“ Adestra have fast become an extension to our marketing team. We've been working closely with them at all levels of the organisation which has allowed us to make the most of their technology, people and expertise. Their excellent project management has made this a simple and painless process. ”

LW, Group Marketing Director, Incisive Media

About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively actioned by your target customers. Adestra works with companies such as Tiscali, Dennis Publishing, Help the Aged and BBC Shop. For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit www.adestra.com or call 01865 242425.