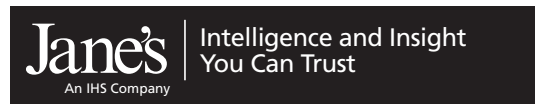


Case Study //

Focus on behavioural targeting to boost ROI



Client

Jane's Information Group

Challenge

Taking a newsletter subscriber base and turning it into revenue.

Result

27% increase in YTD online sales.

Jane's Information Group is a world leading provider of intelligence and analysis on national and international defence, security and risk developments. Jane's is an independent organisation with an unrivalled reputation of accuracy, authority and impartiality.

The UK operation handles the global e-marketing for this B2B company, across EMEA, US, Asia-Pacific. In the past 12 months, Jane's marketing has fundamentally shifted to the email/digital channels and as a result is benefiting both tactically and strategically.

The most successful campaigns have been for hardcopy publications such as Jane's All the World's Aircraft and Jane's Fighting Ships.

Working with Adestra has moved the company on from ad-hoc email blasting (with no measurable/meaningful results) to an integrated planned email marketing strategy capable of tracking success and improving future effectiveness. Using behavioural targeting meant relevant

communications were created for the different responses from people – therefore customers' actions, or lack of action, means they receive different messages. Also if recipients had not responded, a strategy was created for how to follow them up.

Significant business benefits:

- The company has found that focusing on digital delivery means their overall website revenue has increased significantly – 27% year-to-date sales
- Email campaigns now regularly achieve a return of 10x
- The website is more widely visited and revenue is significantly up, and strategically
- Brand perception has improved.

In addition, the company find Adestra's support and advice team a key benefit, staffed by knowledgeable and experienced e-marketers.

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.

“By working with Adestra our brand positioning has improved - customers now see us as more professional and delivering relevant content, swiftly and efficiently, employing the latest technology available. Adestra's Message Focus has revolutionised our email marketing within Janes.”

“Every campaign generates a significant surge in web traffic and sales – we can track trends and claim kudos for the marketing team – which helps to gain investment for future projects,”

“Responsive support is a significant benefit for any business, we use Adestra's support literally whenever we need it and always find the service fabulous.”

SV, E-Marketing Manager, Jane's