

# Case study

## Rich media email e-zine

ESPRIT

ESPRIT uses rich-media email to strengthen consumer relationships and cost effectively drive instore sales

*"We have been delighted with the result and level of service Permission Communications have provided. I would not hesitate in recommending Permission Communications, to any potential client should you require their email marketing."*

Jean Kevans, Marketing Communications Manager, Esprit Australia

### Background

After sending text based emails to the ESPRIT Privilege Club using internal mail servers for some time, ESPRIT realised it needed an expert partner to increase effectiveness, track response and measure in-store purchase rates.

ESPRIT was also aware that product imagery is a key driver of purchase. They therefore required a specialist agency to "raise the bar" in order to maximize results from its email communication program.

### Objective

- Cost effectively drive customers in-store to purchase products.
- More efficiently and effectively use the marketing budget to increasing response.
- Leverage point of sale marketing investment in the digital channel.

### Key Insights

- ESPRIT privilege club members respond strongly to exclusive content and promotions.
- Product imagery is a significant factor in driving in-store purchase.
- Tight integration with point of sale and promotional activity extends campaign value.

### Strategy

- Use Flash to create a rich email experience that exposes customers to a broad range of product, directly within their email client, raising product awareness and strengthening store visitation.
- Segment communications to present the right product to the right segment, taking into consideration that the customer may not always be buying for themselves.

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### Results

- Marketing costs were significantly reduced .
- The email marketing program proved to be five times more cost-efficient than traditional DM, while still delivering an equivalent response rate.
- Content rich emails with dynamic product presentation and navigation proved to be highly engaging.
- Integrated reporting capabilities have allowed closed loop reporting, tracking a customers behaviour all the way through from email delivery to in-store purchase.

