



ESSELTE

How we created a managed service to deliver high performing trigger-based campaigns between the manufacturer and dealer



GO GETLEADS™

A Solution from TW Connect

Client

Esselte has a presence in 33 countries throughout the Americas, Europe and Asia. Esselte holds the number one position in Europe and is the dominant category leader in the North American office products market. It is also the market leader in filing and workspace products in most every European country.

Project Aim

- To provide the manufacturer (Esselte) with a platform to track and report on campaign activity
- To provide an unequivocal measure of the uplift in sales generated by each campaign
- To create the infrastructure for the dealers (Penkeths and OfficeBASE) to allow them to work with the manufacturer to direct their marketing spend in the most profitable areas
- To enhance the results of co-op marketing activity with the use of trigger-based techniques

Project Solution

- The starting point was to establish an independent managed service. This service would take customer data from the dealers and under strict SLA. It would match that data to campaigns funded by the manufacturer.
- With the dealers customer data we were able to create a personalised and compelling promotional campaign (based around a product launch). Using existing Artwork we were able to generate a personalised, highly compelling trigger-based campaign.
- For the dealers' we created bespoke campaign and sales management systems. For the manufacturer we created a similar system but without customer profile data.
- Finally we incorporated our solution into existing sales fulfilment tools. This would allow end-to-end tracking of marketing activity to sales value.

Results

- The campaign ran for 2 weeks in which time we delivered a **74.7%** response rate, **49.7%** customer enquiry and a **33.9%** purchase (purchase that was a direct result of the trigger-based marketing activities and not influenced by any other factors).

CLIENT COMMENTS

'Working with TWC and using new trigger-base marketing techniques our latest promotional campaign delivered extraordinary results. In just **24** hours of launch we witnessed a staggering **50%** response rate and **40%** enquiry'

Karen Able
Marketing Manager (Penkeths)

ISSUES

- **How can I:** Track marketing and sales activities?
- Ensure I respond to my customers' specific needs?
- Tailor my marketing activities to a customer's actual value?
- Ensure that I create "sticky" relationships with my customers?

FEATURES

- Purchase fulfilment
- Trigger-based marketing using personalised HTML email
- Opportunity alert system for Penkeths and OfficeBASE sales rep
- Creation of bespoke customer database containing customer rich data (CRD)