

## The Holiday Place Fly High with 25-Fold ROI from Digital Direct Marketing Campaign

**London, 23<sup>rd</sup> April 2007.** Online travel firm The Holiday Place Plc have recently embarked on a digital direct marketing campaign and have seen an astonishing 25-fold ROI from their email campaigns.

In partnership with eCircle, one of Europe's leading suppliers of software and services for digital direct marketing, The Holiday Place Plc have used two fundamental tools – eCircle's professional ASP email broadcast solution, and lead generation flights – in tandem to produce some excellent results. In just four months, they have seen staggering results which include extremely low unsubscribe rates, high opening rates, a click through rate of over 25% and 50,000 new leads. Through these simple methods, they are keeping in touch with their existing clients and prospects by sending them regular, targeted newsletters as well as generating brand new leads to increase the size of their database and ultimately sales, through some careful lead generation campaigns.

"We see email as the best method of communicating with prospects once we've acquired them" says Chirac Shah, The Holiday Place Plc's Online Marketing Executive. "We've always considered email a very useful marketing medium, however its significance has grown a great deal...before this, we could not deliver targeted content dynamically, nor could we produce a newsletter without the aid of designers and programmers. Having this functionality has meant a real ability to optimise the ROI on our marketing campaigns."

Volker Wiewer, eCircle's CEO said "The Holiday Place have been receptive to new ideas and we're now doing lots of creative and split testing and we're delighted to be working closer with them to implement a customer contact strategy to include additional automated contact points within the sales cycle, integration of SMS and further increases in coverage through lead generation and media campaigns."

**Ends**

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500





## Notes to the Editors

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### About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

### Press Contact

eCircle Ltd.  
Lucy Hudson  
Marketing Manager  
Tel +44 (0)20 7618 4200  
pr-uk@ecircle.com

Limelight PR  
James Holmes  
Account Manager  
Tel +44 (0)20 7821 9210  
james@limelightpr.co.uk

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5-9 Hatton Wall  
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