

International Luxury Store Harvey Nichols Launch Email Marketing Campaign with Style!

London, 12th September 2007. In partnership with Harvey Nichols eCircle have helped them launch their email marketing strategy implementing four newsletter templates for the core business areas. Their email campaigns are now sent out using eCircle's email broadcasting platform *eC-messenger*, using such key functionalities as link tracking to help them enrich individual profiles within their subscriber database; identifying store preference, gender, age etc to enable them to segment their database further for future campaigns using the selector tool.

Their main objective was to drive customers in-store as well as increase the number of online reservations made at Harvey Nichols' restaurants across the UK and to drive online sales of hampers at key times of the year. They also wanted to use email as a way to increase brand awareness, launch new products and retain existing customers through brand loyalty schemes.

Before working with eCircle, Harvey Nichols sent an average of 2 emails per month. This has now increased to over 10 more targeted campaigns per month. As a result of the soft launch of the newsletters, restaurant bookings have increased by 20%, they have an increased number of subscribers and their ability to get to know their database needs further as a result of eC-messenger's selector tool function has increased dramatically.

Paul Brine, Head of Web Publishing at Harvey Nichols says: "Since the switch to eCircle, our communication strategy has really taken off and the company can now communicate with various sectors of its database effectively and with a targeted approach. As a result of this more targeted strategy, open rates have remained high and consistent. We have also been able to increase our send-out rate with various areas of the business controlling their own email strategies under the guidance of the central marketing office."

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

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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