

### **eCircle picks up Revolution Award for its work with Argos**

**London, 23<sup>rd</sup> March.** eCircle is celebrating today after it was awarded 'Best Use of Email' for its work with Argos at the Revolution Innovation Awards held at Grosvenor House Hotel, London on Friday 20<sup>th</sup> March.

The award recognised eCircle's work with Argos and partners Planning Inc and BazaarVoice for an email campaign that encouraged customers to upload product reviews onto the retailer's website. eCircle designed and implemented an automated email communication programme whereby customers who bought products on Argos' website were sent a personalised email thanking them for their purchase and asking them to write a review for the website.

The campaign resulted in click-through rates of more than 42% and open rates of more than 30%, as well as low unsubscribe rates. An initial target was set by Argos to generate 209,000 product reviews in six months. In the space of only four months, Argos had already generated a total of 203,095 reviews.

Judges praised the campaign for using data in a different and interesting way and delivering great results.

For more than a decade the Revolution Awards have recognised those who constantly push the boundaries of marketing, those who venture into uncharted territory and those that do things that genuinely have never been done before.

**Simon Bowker, MD, eCircle commented:** "To win 'Best Use of Email' at such a prestigious awards ceremony alongside Argos is a great honour and a credit to everyone involved in the project. The award is something we can all be proud of."

**Ends**

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## 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 organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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