

## eCircle Email Campaigns Triggers Great Results for Center Parcs

**London, 12<sup>th</sup> July 2010.** eCircle, Europe's biggest digital direct marketing company, has been working alongside short-breaks specialists Center Parcs to move the majority of their pre-holiday marketing efforts online, with a trigger campaign encouraging guests to pre-book onsite activities in advance.

To achieve these goals, Center Parcs set up a series of triggered emails sent to their guests over a specified period of time providing information on different offers specific to the resort and holiday the guest had booked.

The activity bookings email campaign comprised of a series of 6 triggered messages, designed in conjunction with eCircle, was designed to improve personalisation and segmentation, ensuring that only highly targeted content was delivered to each individual holiday maker

**Jeremy Colston, CRM Manager at Center Parcs said of the campaign:** "Having eCircle as our chosen supplier for the last few years had led to the development of a series of sophisticated email programs that deliver targeted and timely communications to our guests and prospects. The team at eCircle understand what we're trying to achieve through the email channel."

The campaign has achieved consistently high open and click rates and following highly personalised triggered emails, 20% more click throughs have been generated, revenues from pre-booked activities have increased dramatically and over 80% of pre-booked activities are now made online.

**Simon Bowker, UK managing director at eCircle added:** "This targeted trigger campaign has demonstrated how important personalisation and relevance is and we're delighted with the results Center Parcs have seen. We're looking forward to working alongside Center Parcs on further campaigns to increase the revenue generated through the email channel."

**Ends**

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## Notes to the Editors

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### About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email 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 professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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