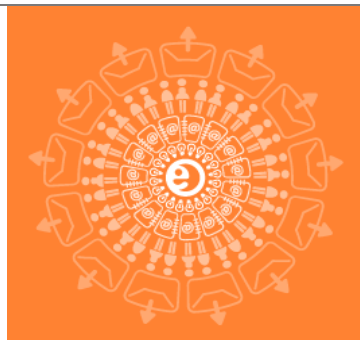


## CASE STUDY

### Oad Flying High Following Optimised Customer Lifecycle Campaign Success



→ “eCircle’s strategic advice and development of the solution has allowed us to give our customers a more user-friendly experience. This in turn has helped us to improve on our ability to use our detailed data analysis to engage with them on a long-term basis. We’re delighted with the results and are looking forward to developing our email programme further!”  
*(Dennis Jipping, Email Marketing Manager, Oad Reizen)*

 [Email Marketing Software](#)

## Overview

### Challenge:

- To store, update and correlate a large amount of data on specific accommodation from different sources at a very intricate level
- To integrate Oad’s customer browsing behaviour from web site analytics into its existing email marketing program
- To analyse a large amount of data enabling Oad to offer customers more targeted and personalised emails

### Solution:

- Build a related data table to enable the storage of a limitless amount of data and information in eCircle’s cloud
- Produce a method to easily extract individual browsing behaviour data on which to base dynamic content for Oad’s email campaigns
- Combine related data with eC-messenger functionality to provide Oad with a dynamic email creative

### Result:

- The use of the related data table gives Oad greater capability and flexibility to store limitless granular data, improving the targeting and relevancy of its email campaigns
- Response to email activity surpasses previous campaigns with 50% open rates
- More targeted communication achieved over 60% clicks to opens

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## Oad



Location:	Netherlands
Industry:	Travel
Website:	<a href="http://www.oad.nl">www.oad.nl</a>
Products:	Email Marketing Software

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*eCircle have built a fantastic relationship with Oad over the last two years and have seen their email programme grow from an existing newsletter campaign, to campaigns which truly appreciate the subscriber lifecycle. This optimises all customer-centric touch points along the journey. eCircle's placement of Oad into their Key Account Management team meant that from the beginning, Oad had the resource, insight and consultative strategy planning which was necessary to optimise and build their email marketing programmes.*

The Oad Group is an independent, Dutch company. In recent years the company has developed into Netherlands' second largest travel company. Three operating divisions are controlled by The Oad Group: the all-round worldwide tour operator, The Globe Travel Agency Group, the biggest Dutch travel agency chain with more than 200 tourist and business offices throughout the Netherlands and The Oad Coach Company, which operates and maintains the largest private coach fleet.

### → Driving a relevant and user-friendly experience to engage long-term

Oad's marketing strategy is focused on driving holidays and tours by giving their customers a relevant and user-friendly experience. Their most successful emails are based on email engagement, browser activity, reactivation of dormant segments and customer feedback (i.e. reviews) which mean their customers are loyal and responsive, and their programme is now among the most sophisticated being used.

As a travel company, Oad's customers could be transient and difficult to engage long-term. The emergence of user-generated travel sites such as Trip Advisor have meant that companies like Oad have had to make their marketing very customer centric to avoid losing their members. Oad are

active on social media channels such as Facebook, Twitter and Hyves (a Dutch social network) and are about to implement two further projects which optimise customer experience (Pre-Trip and Homestay). Making sure they are communicating with the customer at every stage of their lifecycle, and giving them the opportunity to review their experience means Oad are more likely to maintain customer relationships based on engagement, not pure sales.

*"eCircle have provided support, insight and planning in to optimising our customer experience and lifecycle, making the Oad and eCircle relationship into a partnership based on their understanding of our goals, KPIs and vision."*

**Dennis Jipping**  
Email Marketing Manager,  
Oad Reizen

### → Optimising the customer lifecycle

eCircle worked with Oad to fulfil their objectives around optimising the customer lifecycle. Oad needed further analytics around browse behaviour on viewed accommodation to link in directly with their communication strategy. The information Oad aimed to gather would facilitate improvements to their customers user experience and enable them to re-market to them, via email. Oad's main aim was to ensure that they would be communicating with their customers at every stage of their lifecycle process to provide opportunities to engage further and therefore maintain stronger long-term relationships.

## → Creating solutions to enhance email communication

The key challenge was extracting large amounts of data, to populate emails with dynamic content, related to customer activity on Oad's website, at such a granular level. The amount of information and content necessary to make these emails truly dynamic is significant, and eCircle needed to provide a solution that would enable Oad not only to store this information, but to be able to replenish regularly and update it with ease and flexibility.

eCircle's proposed solution was to build a related data table to store product information outside of eC-messenger in eCircle's Cloud. The "product table" contains details of every accommodation that Oad offers their customers, along with other information such as pricing, availability etc. This enables Oad to update the information as often as they like, and the table can hold almost limitless rows of data. Customer attributes are still held within the customer profile in eC-messenger, which communicates with the related table to populate the email creative with both customer information (gender, age) and product information (cost of accommodation, availability).

Destination	Count
DUTSBLAND, Berlijn	214
ITALIE, Paussteden en Oude	201
PORTUGAL, Alentejo	201
TURKIJE, Istanbul	215
FRANKRIJK, Normandië en Vallei	197
TJECHIE, Praag	207
GRIEKSE, Athene	240
NEDERLAND, Singaren	120

Data from the related table displays in the email using the unique keys

The second challenge was that Oad would inevitably be faced with the prospect of people who viewed more than one accommodation more than once, meaning there was a decision to be made on the content.

The solution here was to formulate a logical hierarchy based on what customers had browsed and when. Information gathered from Adobe online marketing suite powered by Omniture (Oad's analytics partner) can give insight on such things as view time (how long a customer has looked at a certain accommodation), next action, number of views in a timeframe. This informed Oad's decision-making process in terms of which customers received which content.

The final challenge was that the campaign would have to be implemented alongside the numerous campaigns that Oad already send to their customers. eCircle discovered previously that over-mailing Oad customers has a detrimental effect on response rates, so needed to be careful about the communication schedule.

The solution to this last challenge was that eCircle would have to adapt Oad's 'Business As Usual' mailings as well as the other programmes, to consider the activity. Customers receiving the email would be excluded, through the use of selection, from the BAU email of the same week.

Initial response to Oad's campaign has been very successful. Open rates overtook Oad's BAU and Automated destination campaigns with over 50%. The campaign is currently seeing in excess of 60% clicks to opens.

## → Email marketing reaping rewards for travel industry

The travel sector benefits from email marketing because more people book their holidays online than ever before, both for convenience and to make use of the numerous resources aimed at the net-savvy traveller. Due to both the small window of opportunity where catching travel browsers and the transient nature of the sector is concerned it's crucial for businesses to react to in an increasingly real time fashion. Oad have been able to identify the types of accommodation each individual customer is viewing and target their email marketing activities accordingly.



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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 Asda, HBOS and Halfords trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 300 employees, with headquarters in Munich and additional offices in London, Paris, Milan, Utrecht and Madrid.

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