

CASE STUDY

The Holiday Place are Flying High with a 25-Fold ROI through eCircle's Digital Direct Marketing Campaigns

THE HOLIDAY PLACE



→ "Since working with eCircle our bi-monthly newsletter regularly achieves an ROI in excess of 25-fold and since using the system our cost per broadcast has come down 20-fold and we have generated over 50,000 new leads."

(Chirac Shah, Online Marketing Executive, The Holiday Place)

 Lead Generation  Email Marketing Software

OVERVIEW

CHALLENGE:

- To increase their database with quality leads
- To enhance customer loyalty and brand awareness
- To generate more enquiries and sales through the use of targeted dynamic content

SOLUTION:

- Two major lead generation campaigns to produce high quality subscribers
- Regular Holiday Place email newsletter using eC-messenger
- Deliver targeted dynamic content to optimise the ROI on email marketing campaigns

RESULT:

- Extremely low unsubscribe rates, high opening rates and a click through rate of over 25%
- Bi-monthly newsletter regularly results in an ROI in excess of 25-fold
- Cost per broadcast has decreased 20-fold

The Holiday Place

THE H●OLIDAY PLACE

Location:	UK
Industry:	Tourism
Website:	http://www.theholidayplace.co.uk/
Products:	Lead Generation, Email Marketing Software

Since the beginning of June 2006, eCircle have been working alongside The Holiday Place on their online marketing strategy. To date The Holiday Place have embarked on two major lead generation campaigns to increase the size of their database as well as using eC-messenger's professional ASP platform to send out their newsletters. Since the partnership began The Holiday Place have seen an astonishing 25-fold return on investment from their email campaigns. To find out how, please read on.

The Holiday Place were established in 1986, and since then they have built a reputation for offering a quality, personalised service and superb value for money. They specialise in providing holidays for the discerning traveller to a diverse range of hotels and resorts in some of the worlds most exotic locations. They are the largest independent tour operator to Cuba and offer luxury package holidays to places like India, the Caribbean, Dubai and Egypt. As part of its ongoing expansion The Holiday Place are working closely with eCircle on their email marketing strategy.

→ Email and lead generation - an integrated part of the marketing mix

Since 2000, The Holiday Place's business model has evolved to focus on generating new business through an online and call centre focus. The Holiday Place are now heavily involved in all major online marketing strategies including search engine optimisation, search term advertising, pay-per-click (PPC), online travel distribution channels, joint venture incentive-based lead generation and of course email campaigns, which are primarily offer-based.

The Holiday Place's email marketing campaigns cover a broad range of key marketing objectives: increasing database size with quality leads; generating more enquiries and sales through the use of targeted dynamic content, better managed cross and up sell opportunities through the client purchasing cycle; enhancing loyalty and referral custom; establishing a brand and most importantly maximising income. To do this The Holiday Place put together a list of their principle requirements, which included using their data effectively, introducing a comprehensive subscription process and methods for increasing the size of their database, profiling and segmentation - at the lowest possible cost and with the highest possible returns.

"eCircle is one of the very rare providers in the industry who is really able to deliver the complete range of email marketing services."

Chirac Shah
Online Marketing Executive
The Holiday Place

➔ **eCircle helps optimise ROI through regular email marketing campaigns and lead generation services**

The Holiday Place had been using another ASP platform and they were looking for a new partner to help them develop and drive their direct digital marketing. That's where eCircle came in.

Following a number of strategy meetings, The Holiday Place are now working closely with eCircle on two major areas. Firstly, to use eCircle's ASP email distribution platform eC-messenger to send out their newsletters: "We see email as the best method of communicating with prospects once we've acquired them" says Chirac Shah, The Holiday Place's Online Marketing Executive. "We've always considered email a very useful marketing medium, however its significance has grown a great deal since using the eCircle platform from June 2006", he continues. "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."

And secondly, eCircle have undertaken two major lead generation campaigns on behalf of The Holiday Place. This process quickly generated high quality subscribers, which were then directly integrated into The Holiday Place's direct marketing campaigns. One of eCircle's biggest strengths in generating these new addresses was the ability to deliver high volume, quality addresses within a short space of time. "eCircle is one of the very rare providers in the industry who is really able to deliver the complete range of email marketing services. This saves us time and money and keeps our costs down", comments Chirac. >>>



Email Campaign Example



Lead Generation Campaign Example

➔ In just four months after using eCircle's broadcasting system, eC-Messenger The Holiday Place have seen staggering results including extremely low unsubscribe rates, high open rates and a click through rate of over 25%!

→ Conclusion

The Holiday Place have used two fundamental eCircle tools – eCircle's professional ASP email broadcast solution and lead generation services, which used combined produced some excellent results. In just four months, The Holiday Place saw staggering results, including extremely low unsubscribe rates, high open rates and click through rates of over 25%! "Since working with eCircle our bi-monthly newsletter regularly achieves an ROI in excess of 25-fold, and since using the system the cost per broadcast has come down 20-fold and we have generated over 50,000 new leads", says a delighted Chirac! Through these simple methods, The Holiday Place are keeping in touch with their existing clients and prospects by sending them regular, targeted newsletters as well as generating brand new leads via lead generation campaigns to increase the size of their database and ultimately sales.

In the future, eCircle will be continuing to work closely with The Holiday Place to further develop their digital customer contact strategy to include additional automated contact points within the sales cycle, integration of SMS and further increasing awareness through lead generation and media campaigns. ■

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Chirac Shah
*Online Marketing Executive
The Holiday Place*



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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 160 employees, with headquarters in Munich and additional offices in London, Paris and Milan.