



How to improve the e-mail marketing efficiency?

Case study based on the Neckermann's e-mail marketing



BRIEF INTRODUCTION

Neckermann is one of the biggest Polish travel agencies. Together with the FreshMail they realize weekly distributed mail sending of their most actual offers.

The FreshMail database contains more than 40.000 subscribers. These subscribers are acquired from various sources. Readerships figures for the email marketing campaign is on average 11-29% with CTR figures at around 3-10% (depending on the kind of offers on special).

WE CONDUCTED OUR RESEARCH TOGETHER WITH UXERIA

During one of their mailing campaigns Neckermann used Uxeria's services to test their e-mail marketing. To test the research efficiency, the e-mails were sent to a part of their database at first and then, after introducing improvements, they were sent again.

WE HAVE USED 4 METHODOLOGIES

In our tests we used 4 research tools. Users pointed out fields that captivated their attention, rated the mail contents and its particular aspects. They also answered questions regarding the sales attractiveness.



Scenario test



Click and comment



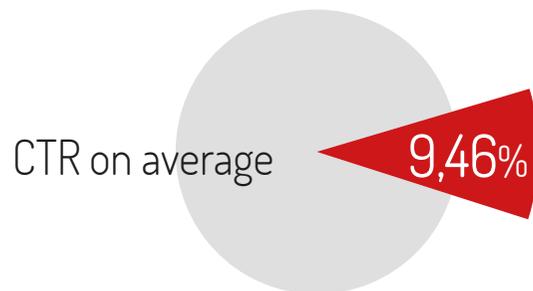
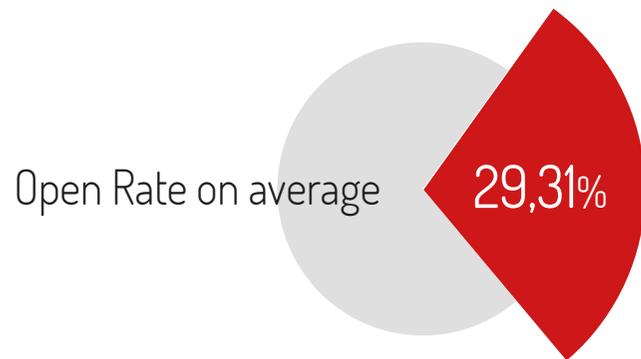
X second tests



Surveys

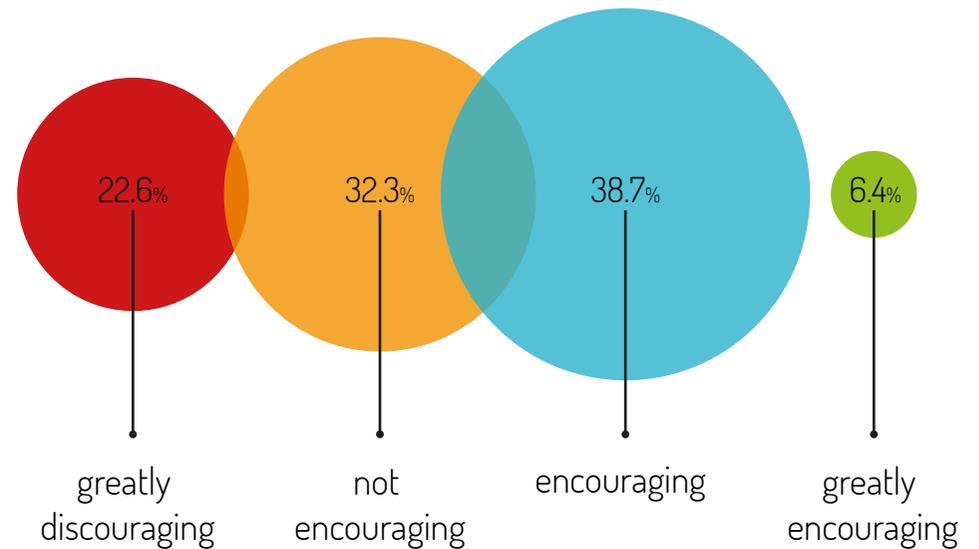
E-MAIL MARKETING STATISTICS BEFORE OUR RESEARCH

Because mails were sent with the use of targeting tools, both open rate and click through rate were satisfactory.



USER RESPONSES

More than a half of the users (54,9%) didn't feel encouraged to get to know the company's offer.



Evaluate, how much the mail you have just seen encourages you to click and get to know their offer ? (1 - greatly encouraging, 4 - greatly discouraging)

We asked our users to indicate what they find difficult to understand

Users clicked these places in e-mails that they found confusing and where they felt more specific information is required.

” The headline says “buy” while below there is an option to “book”

” I am not sure if “booking skiing” refers to booking a trip or gear

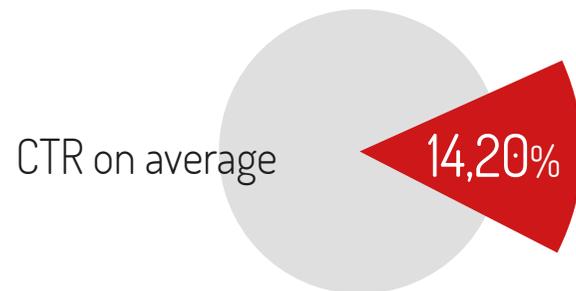
” Not clearly visible

” this tiny text doesn't draw attention at all

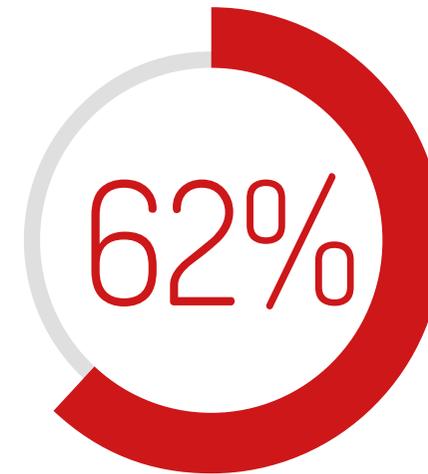
” no information about the skipass

THE EFFECTS OF INTRODUCTION OUR CHANGE

After introducing our changes the e-mails have been sent again (to a different recipient group). OTR has increased, but first of all, the CTR has increased by 47%. Still, these are only the clicks.



The sales conversion rate of these e-mails has increased by 62%.



SUMMARY

Quality testing helps you to get to know your customers motivations and needs. We learned why they click (or not), and discover the factors that important to the target users. By using our reserach, Neckermann has dramatically increased its mailing sales efficiency by more than half.

” We tested our mailing with Uxeria and we enhanced it.
CTR increased by 47% and conversion rates increased by 62%!
We strongly recommend! ”



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