How QuickThink Media increased email marketing campaign engagement by more than 1,666%

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The Study

Deliverability and inbox placement are key drivers in any email marketing strategy, optimisation of these elements is even more crucial for those with affiliate networks. When a recipient has been acquired via an indirect route they must immediately, and appropriately, be welcomed into the brand's email marketing ecosystem, in order to maximise engagement and increase receptiveness to subsequent messages.

QuickThink Media Ltd, a partnership of experienced UK Gaming and IT professionals operating a unique free bingo gaming product launched on www.freebingohunter.com.

In 2011, QuickThink Media decided to promote its freebingohunter.com gaming portal to its database with regular newsletters and email alerts. However, it faced a number of obstacles before it could achieve this goal, including the challenge of efficiently and quickly establishing a trustworthy relationship with new recipients while easily managing data streams from multiple sources.

The Solution

When QuickThink Media made the decision that it needed to increase user engagement of its email marketing campaigns, it quickly realised that it could achieve this through achieving enhanced deliverability. Furthermore, it quickly realised that it required a robust, secure and straightforward email marketing platform that would help them to achieve this objective, by allowing them to easily segment data and build a series of triggered emails

QuickThink Media quickly turned to MailPerformance as its primary outbound email service provider, after it was impressed with the ease of use, ability to handle complex messaging scenarios, complemented by the expertise of the MailPerformance platform and its support teams.

With the goal of establishing their brand name, QuickThink Media turned to MailPerformance to build a simple, yet robust and scalable series of **Double Opt-In Welcome Emails.**

The Double Opt-In series is powered by MailPerformance Forms and used data streamed into MailPerformance from QuickThink Media's external database source via the MPRemote API tool. The data was then collected and aggregated in the QuickThink Media database, before the qualified data was streamed in real time to a MailPerformance account. Recipients were then fed into a specified segment, entry into the segment triggers an automated Opt-In email to be sent to the recipient.

This prompted the new sign up to confirm their subscription to email communications. The recipients that clicked to confirm on the double opt-in link were then placed into a 'confirmed' segment, before a welcome message was sent out to the recipient, informing them they were fully opted-in to receive email communications, stage one of their customer lifecycle journey.

Conclusion

As a result of QuickThink Media's partnership with MailPerformance, 30% of its welcome emails were opened following the segmentation of content. Additionally, QuickThink Media Open Rates increased by a huge 440% after introducing Double Opt in Welcome Email, with an increase in engagement rates of as much as 1666%.

"MailPerformance's dynamic platform and excellent account management support enabled QuickThink Media to re-focus its email marketing strategy and improve deliverability, inbox placement and user engagement significantly," said QuickThink Media's Managing Director, Jonny Bennet.

"By using MPRemote and a stream-lined double opt in process, we have built, and are now benefiting from, a fully opted in and highly engaged email database which has not only enhanced performance but also lowered our email marketing costs."

ABOUT MAILPERFORMANCE

MailPerformance is part of the NP6 Group which achieved excellent results in 2012 with turnover in excess of 10 million Euros. Recognised as an expert in email deliverability, NP6 Group with its solution, MailPerformance, remains the only Email Marketing solution in Europe to carry ISO 9001 quality-certification. The MailPerformance brand and technology is owned entirely by NP6 Group. Founded in France in 1999 NP6, as an emarketing solutions provider, it has become one of Europe's largest Email and SMS broadcasters.

NP6 Group now offers its expertise and email broadcasting platform to the UK market from their offices in London's Soho. With over 50 employees in the UK and France NP6 is able to offer a number of services, including: Email and SMS broadcasting, Self Service or Full Service Management of Campaigns, Full API platform integration, Deliverability consultation, White-listing accreditation, Behavioural and Dynamic Segmentation, Advanced personalisation, A/B Split testing, Personalised barcodes in emails, Form and questionnaire building and Anti-Phishing certification.

With a customer satisfaction rate as high as 95%, MailPerformance strives to serve its clients with the highest quality and performance possible. Customers include Microsoft, Total, Natixis, Endsleigh Insurance, Qsoft Consulting Ogilvy, American Express…

For further details, please visit: www.mailperformance.co.uk

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