

A hand is shown on the left side of the page, holding a single coin between the thumb and index finger. Below the hand are three vertical stacks of coins, each taller than the one to its right, arranged in a descending staircase pattern from left to right. The background is a solid dark blue color.

MoneyExpert™

Watching the Pennies...

MoneyExpert has been helping people find the best finance deals for over 20 years and is proud of the impartial comparison services it offers across a wide range of products. Every month thousands of people 'road-test' financial services using MoneyExpert, comparing price, key features and service measures, and a unique relationship with Ipsos MORI provides additional validation and credibility.

MoneyExpert now has over 650,000 registered customers and has developed an ongoing communication programme. It uses email marketing to inform its customers about new offers and money saving initiatives in a weekly magazine style newsletter that features articles by leading journalists from the national press. The programme is a vital part of MoneyExpert's customer retention strategy, facilitating regular relevant contact which strengthens brand awareness and providing regular meaningful revenue to the business.

Looking for greater delivery MoneyExpert's email marketing programme has a weekly schedule which typically includes new offers, money saving 'hot-tip's and trigger communications. On average it was achieving delivery rates of 65-70% (a fairly good response compared to the industry norm) but the company wanted to explore ways in which this could be improved.

Acxiom introduced MoneyExpert to a new online marketing solution, **Dynamic Messenger**, to create and manage all of its outbound email communications. Dynamic Messenger is an Alterian development solution which Acxiom supports using its breadth of database and analytical skills.

Together, Acxiom and MoneyExpert have implemented Dynamic Messenger and reshaped the management of the company's email programme by implementing the following:

Andie Cartin concluded, "It's not all about responders either. We want to know more about the customers who don't open our emails and how we can get them to react. Overcoming inertia and understanding how to reach them more effectively is our next goal"

- **Controlled Campaign Delivery** Moving MoneyExpert from a large single email delivery to a controlled, timely and staggered approach. This offered two key benefits, firstly delivery rates increased as blocking through ISP complainers declined. Secondly it helped MoneyExpert control the volume of leads coming into their call centre. This in turn improved customer response times and satisfaction.
- **Creative Rendering** to fine-tune campaign visualisation across all the major ISPs and maximise impact
- **A Global Partnership** with a leading reputation and relationship organisation validates email authenticity resulting in less ISP filtering scrutiny for future campaigns
- **Improved Reporting** that was tailored to MoneyExpert's specific needs providing an improved understanding of the customer journey
- **Tabbed Links** to streamline clickthroughs and deliver more relevant content, more easily

The cumulative result of many of these campaign management enhancements has enabled MoneyExpert to build more positive relationships with all the major ISPs and avoid many of the typical spam controls drastically increasing delivery rates and monthly client revenues.

Results through the roof After introducing Dynamic Messenger as its campaign management tool, MoneyExpert saw delivery rates improve by a staggering 30%+ - that's on average over 145,000 additionally delivered emails per campaign! This equates to a 49% increase in revenue per campaign

Now its weekly email marketing campaigns to 650,000 registered customers have a **98-99% delivery rate** putting MoneyExpert in front of more consumers, more of the time. Andie Cartin at MoneyExpert comments, "This is a phenomenal result and it absolutely delivers what we set out to achieve. We know the content of our programme is welcomed by our registered users and by deploying Dynamic Messenger we have maximised the potential of email as our primary communication channel. I believe this sets new standard for email marketing right across the board".

It doesn't stop there MoneyExpert now has its sights on using analysis to understand more about the customer journey and develop a tailored approach to its email programme. The tools within Dynamic Messenger already provide extensive feedback on how and where users are accessing MoneyExpert and the company is looking to harness this knowledge using Acxiom to help segment its audience and create targeted communications as a result.

To find out more about Dynamic Messenger visit www.acxiom.co.uk/dynamicmessenger

HOW GREEN IS YOUR DM?

Marketers give us their feedback

Earlier this year, Acxiom asked over 100 Direct Marketing Managers about their organisation's commitment to the environment and in turn, how that relates to their marketing activity. Here's what they said...

When asked if their company has environmentally friendly marketing objectives, 42% of responses said "Yes" and 46% said "No" with the remainder unsure as to whether any exist at all. However the vast majority (70%+) said they felt their marketing dept could be doing more in this respect.

The type of environmental policies most often being implemented by marketers include using suppression files, improved targeting and switching to online activity. Conversely less than 30% are using recycled paper and just a handful of organisations are using Forestry Stewardship Council paper in their DM programmes.

Less than 15% of organisations had actually measured the carbon footprint of their marketing programme however few felt that consumer concern about the environment was having any impact on their campaign response figures. More important to most was the need to improve relevance, targeting and data quality.

Looking to the future though, over 60% of marketers felt their company's green policies would ultimately affect their customers' long term value - a note of caution perhaps for those planning strategically for the long term.