



# Case Study: Maximiles

*Loyalty leader increases campaign response rate by 455%*



## **Maximiles: A key player in the French Marketing landscape**

Created in December 1999, Maximiles is one of the first multi-brand Internet loyalty companies. Encouraged by its ongoing success, the group has developed various on-line and off-line offers designed to leverage the customer relationship activities of its partners. Maximail is one of these programs that includes nearly 900,000 members among which 500,000 buyers have received Maximiles or loyalty points for their on-line purchases.

Through Maximail, clients can take advantage of a wide range of marketing activities such as direct promotions, on-line advertising, client development, special promotions, business development, etc. In the hotly contested email marketing space, Maximiles' sales teams quickly realized the importance of differentiating themselves from other competitors.

The challenge was to provide subscribers with high value marketing services to retain and acquire new customers. New tools were required that allow companies to leverage their campaigns and optimize the return on investment. The corporate goal was to significantly optimize the results of their email campaigns. The first step had to be a better understanding of the internet users interested in their products and services.

In 2003, Maximiles' sales department was looking for a solution capable of refining a prospect base before launching a campaign. Their goal was to optimize the balance between penetration and quantity of mails sent on behalf of their client.

## **KXEN: Results that speak for themselves**

After performing a thorough market study, the management decided to go with KXEN's Analytic Framework. Adding KXEN analytics to Maximail allowed the company to enhance the value of its offering by providing advanced options before and after a campaign. Since the implementation of KXEN a new Maximail campaign is launched in two phases:

- 1. Test:** First the message is tested by sending it to several hundred internet users. A spreadsheet recaps the results of this first mailing in terms of click rate, return rate, number of mails opened and more. The results are analyzed with KXEN to determine relevant characteristics of the responders, by age, demographics, Zip code and more.
- 2. Mail:** Based on the predictive model created with KXEN on the test data, each potential recipient is evaluated before the mailing. According to the client budget, the tool determines the number of users the campaign should target to get the best return on investment.

KXEN will identify, for example, a target population of 30,000 members, aged between 35 and 45, urban, interested in digital photography and having purchased more than five times on the Internet.



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KXEN provided significant improvements right from the start. Here is the example of a campaign run for a Maximail client. The two dashboards show the results first without KXEN, then with it.

Scoring the target database with KXEN, the mailing was sent out to only 29,999 recipients versus 51,968 previously. This means that 22,000 prospects did not receive an email that they may have perceived as spam. With KXEN, 34,179 people opened their emails as opposed to 18,890 previously. The number of clicks increased from 3,222 to 9,538 with KXEN.

## Before KXEN: Many emails sent – A low return rate

Ouvertures	Ouvertures uniques	Clicks	Clicks uniques	Bounces	Résumé
51968 emails envoyés					Total
Ouvertures totales:					18 890
Taux de retour:					36,35%
Ouvertures uniques totales:					11 621
Taux de retour:					22,36%
Clicks totaux:					3 222
Taux de retour:					6,20%
Clicks uniques totaux:					2 619
Taux de retour:					5,04%

## With KXEN: More Relevance – An exploding return rate

Ouvertures	Ouvertures uniques	Clicks	Clicks uniques	Bounces	Résumé
29999 emails envoyés					Total
Ouvertures totales:					34 179
Taux de retour:					113,93%
Ouvertures uniques totales:					16 896
Taux de retour:					56,32%
Clicks totaux:					9 538
Taux de retour:					31,79%
Clicks uniques totaux:					6 879
Taux de retour:					22,93%

## Results:

- The number of opened emails was increased by over 15,000
- The total number of clicks received was increased by 296%
- The response rate increased by 455% from 5% to 23%

