



NZ Marketers maximise  
their email marketing  
results with Jericho



# 16,777,215 Ways to Personalise a Ski Report

MetService and Jericho took personalised emails to a whole new level recently when they invited snow lovers to choose their favourite ski fields, then set about delivering daily and weekly updates on powder, weather, ski field and mountain road conditions.

If needed, the Jericho-built system is capable of configuring close to 17 million unique snow alerts for automated dispatch.

## Getting Personal

“These days customers expect more than ‘Dear John’ at the top of their emails,” says Roanne Parker from internet marketing specialists, Jericho. “MetService saw an opportunity to channel the vast amount of weather data they collect into a truly personal customer experience.”

## The Brief

MetService asked Jericho Limited to develop concepts for two email newsletters:

PowerWatch is a weekly e-newsletter update on ski field forecasts, conditions and status. Users choose their favourite ski fields from the 24 monitored by MetService every winter. The update is sent every Thursday, allowing plenty of time for a bit of weekend snow action planning.

PowderAlert is a daily e-newsletter update, sent by 7:30am, when 5cm or more of snow has fallen in the past 24 hours at the user’s elected ski fields.

The briefs called on all areas of Jericho’s web expertise – from creative concept development and front end email design to the complex world of database management, data transfer and dynamic content generation. A key challenge was the amount of information that needed to be dynamically generated for each email, from 24 separate ski fields around the country.

## The Solution

### PowderWatch – plan your weekend

PowerWatch is a weekly e-newsletter update on ski field forecasts, conditions and status. Users self-select the ski fields they want from the 24 monitored by MetService every winter. The update is sent every Thursday, allowing plenty of time for a bit of weekend snow action planning.

### PowderAlert – “Hooray it’s snowing!”

PowderAlert is a daily e-newsletter update, sent by 7:30am when 5cm or more of snow has fallen in the past 24 hours at the user’s elected ski field.

The solution required data triggers to be set for each ski field. Data is transferred from the ski fields to MetService where it is fed to Jericho in a pre-defined format. Once received Jericho dynamically builds the content into the HTML email template and then deploys this to subscribers – daily, for PowderAlert and weekly, on a Thursday, for PowderWatch subscribers.

## Success Scorecard

*“The newsletters have been a real success – more than sixty percent opened and thirty percent clickthrough is just great.”*

Client Objectives met	yes
Open rate*	40%+
Click-through rate**	20%+
Brand awareness	up
Client	extremely satisfied

\*Industry standard open rate = 22%. Industry standard click-through = 4%. Source = EmailStatCenter.com

## The Last Word

“I never had any doubts that Jericho could achieve this... They obviously know their stuff.”

Nicola Burroughs, Market Development Manager, Business and Consumer Services, Meteorological Service of New Zealand Limited report

“These days customers expect more than ‘Dear John’ at the top of their emails”

View this e-newsletter as HTML | Unsubscribe | View other versions



**POWDER WATCH**

What's happening on the mountain...

Learn from our list of local, comprehensive skiing reports. Whether you're a beginner or a pro, our reports will tell you what's going on at the mountain. Don't miss our daily reports, which include the latest on snow conditions, lift status, and more. Sign up now to get the latest news on the mountain.

Can't make it to the mountain? No problem. Our expert skiers provide the latest on snow conditions, lift status, and more. Sign up now to get the latest news on the mountain.

ANSREW, do you prefer to **SKI** or **BOARD**?

**TXT4SNOW**  
CLICK HERE FOR DETAILS

**NZ SKI FIELDS**  
www.mtservice.com

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**SNOW REPORT** [CHANGE THE MOUNTAIN](#)

27th August 2011

**TUROA**

Field status: **CLOSED FOR DAY** [VIEW THE SNOW CAM](#)  
Road status: **OPEN**

**Mountain Forecast**

- Fine, but very frothy this morning.
- 1600 metres: Southward 20 kph, turning northward this evening.
- 1000 metres: Southward 20 kph, turning northward this evening.
- Freezing Level: Rising to 1600 metres.

[GET THE FULL MOUNTAIN FORECAST](#)

**Snow Base**

Upper Mountain: **90** cm  
Lower Mountain: **90** cm  
Last Snow-Fall: **30** cm on 18 Nov

**Conditions**

	Fr	Sa	Su	Mo	Tu
Wind Direction	SW	N	N	SE	SW
Max Temp	8°C	8°C	8°C	10°C	10°C
Min Temp	-1°C	2°C	4°C	10°C	10°C
Snow	Down	Down	Trace	10%	10%

BANNER SPACE

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**WHAKAPAPA**

Field status: **CLOSED FOR DAY** [VIEW THE SNOW CAM](#)  
Road status: **OPEN**

**Mountain Forecast**

- Fine, but very frothy this morning.
- 1600 metres: Southward 20 kph, turning northward this evening.
- 1000 metres: Southward 20 kph, turning northward this evening.
- Freezing Level: Rising to 1600 metres.

[GET THE FULL MOUNTAIN FORECAST](#)

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Snow	Down	Down	Trace	10%	10%

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**Ski Tips**

- Hold your arms in front of your body**  
I often see people skiing with their arms held down at their sides. Keeping arms to your side will allow them to react to bumps, and then dropping down again at the side.  
**Hold both your arms in front of you** as though you are carrying a tray, with your elbows pointed back towards you. This will allow you to turn easily, and you won't get your skis out from under you. Then, as you start your turn, unhook your wrist to the ski pole to keep your skis from sliding slightly down towards the snow.
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