



NZ Marketers maximise
their email marketing
results with Jericho

Compliance costs less for everyone, via email

The Brief

in 2009 the New Zealand Transport Agency (NZTA) changed its Transport Service Licences (TSL) to a more portable, label format. Getting the labels into circulation meant motivating close to 30,000 licence holders to update their details and confirm the number of TSL labels they required.

“Initially, we looked at traditional media like telemarketing and more direct mail but they were cost prohibitive. We turned to email because it was much quicker, cost a fraction of traditional media and we could monitor response immediately. “

Rachael Tarry, NZTA Transport Agency.

“We needed to contact all license holders, and get their response, within a really short time period,” recalls NZTA Communications Advisor Rachael Tarry.

The Solution

The team at Jericho developed a series of emails designed to prompt immediate action from TSL licence holders.

“We created a campaign where license holders could respond immediately via an online form that was pre-populated with their details.

“All recipients had to do was verify their details and confirm the number of labels they required – a task that would take most of them less than 30 seconds,” says Jericho Account Manager Natalie Greaves.

Compare the ease of that response, with the manual form filling and post back option of direct mail, and it is easy to understand the appeal for recipients.

Jericho’s Smart Mail system also provides comprehensive and immediate campaign analysis. This meant that Tarry knew early on that their email campaign had smashed expected response rates.

Results

“With Smartmail’s comprehensive and immediate campaign analysis, we could tell that the format had worked within three hours of sending out the initial email,” says Tarry.

The NZTA sent out five emails over the campaign period. Close to 72% of those emailed opened their emails. A staggering 79.5% of those individuals then clicked through to complete the online form.

The initial email also identified data hygiene issues. SmartMail automatically captures bounce back and error information so within hours of dispatch, Tarry knew that almost a third of her email addresses were incorrect. Using that information she was able to check the original data, then correct a large number of data entry errors.

“We do a lot of work with clients around list hygiene and reengagement,” says Jericho’s Natalie Greaves. “There are simple validation checks and bounce rate comparisons that clients can do to make sure that they have the most up to date customer data.”

“The major benefit for us of this campaign was that it clearly demonstrated that email works best, even when response is compulsory,” Tarry says. “Better still, it’s easier to manage, is more accurate and can be run at a fraction of the cost of direct mail or telemarketing.”

Success Scorecard

Client Objectives met	yes
Unique open rate	71.99%
Click-through rate	79.49%
Client	extremely satisfied

The last word

“I knew I could rely on Jericho to deliver what we wanted within our timeframes. Now that people can see that SmartMail provides so much campaign information so quickly we will definitely be using email again.”

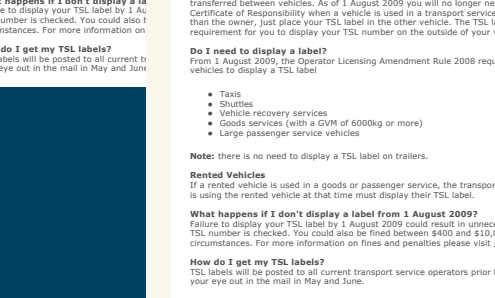
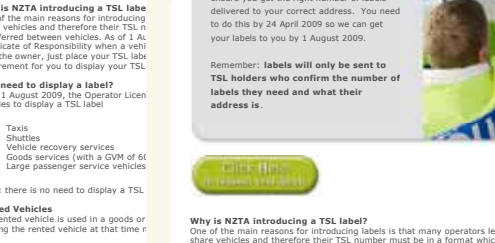
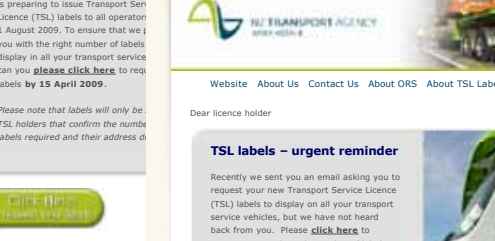
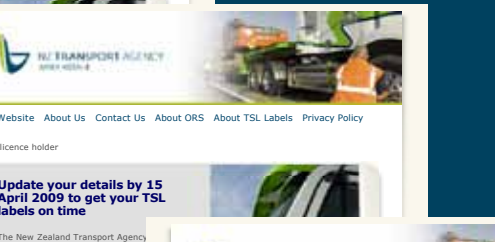
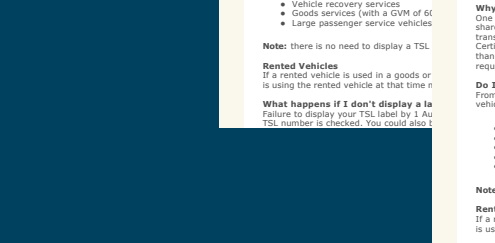
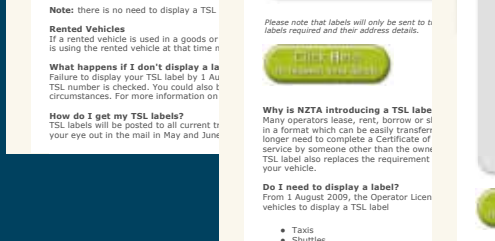
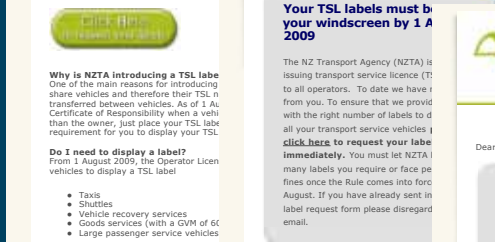
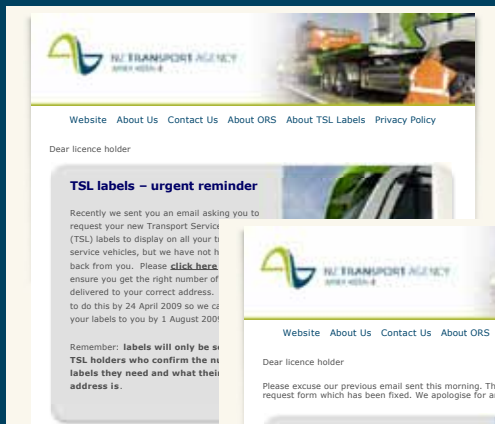
Rachael Tarry, NZTA Communications Advisor

The Client

Rachael Tarry
HVBR
New Zealand Transport Agency

The Project

Achieving compulsory compliance in record time



“One store, a cupcake shop, sold out of product the day the KNOW went out and the day after!”