

## The Book Depository | Case Study

emarsys Broadcast enables truly one-to-one messaging and eliminates database duplication

### Highlights:

- 25% increase in click rate
- Increase in conversion and profitability
- Need for data duplication removed

“*The one-to-one email messaging that emarsys has enabled us to do has resulted in an increase in conversion and profitability. emarsys Broadcast fits perfectly with our existing systems and the emarsys team have been extremely helpful...*”

Will Jones, IT Director, The Book Depository



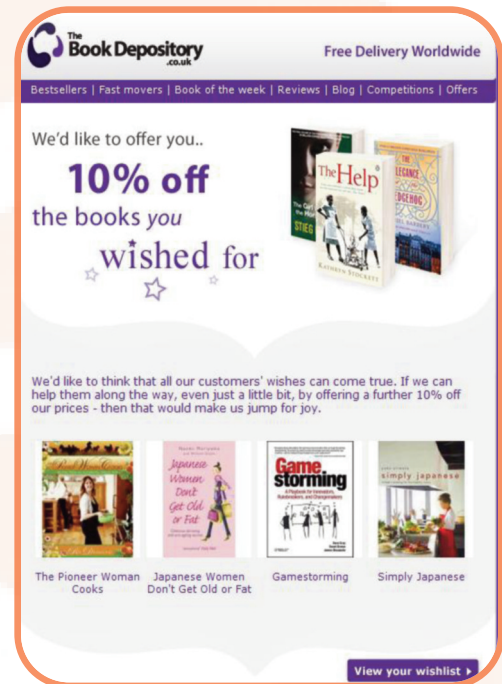
## Customer Profile

The Book Depository is the UK's largest dedicated online bookseller offering the largest range of titles in the world, available for dispatch within 48 hours. Founded in 2004 to make 'All Books To All' the retailer focuses on selling 'less of more' rather than 'more of less', differentiating itself from other retailers who increasingly focus on bestsellers.

## emarsys Solution Description

emarsys Broadcast is a market leading email broadcasting solution built for virtually unlimited scalability and performance. It focuses on the core email marketing features – creating and testing individualised email messages, sending and handling the response.

The application frees clients from the need to maintain multiple recipient databases as it integrates seamlessly with any of their existing in-house data systems: CRM, Content Management, Campaign Management, Web Analytics, ERP, etc.



## Campaign Example

The Book Depository use emarsys Broadcast to make full use of their complex internal segmentation tool and wealth of customer data to send truly one-to-one messages with targeted content.

Specifically, the retailer used Broadcast to create and send their recent “10 % off the books you wished for” campaign. The highly targeted one-to-one promotional campaign was sent to subscribers offering a special discount coupon for all the books in their individual wish lists.

## Results

Such advanced targeting and individualisation earned The Book Depository a 25% increase in click rate compared to general promotions. According to Will Jones, The Book Depository's IT Director:

“The one-to-one email messaging that emarsys has enabled us to do has resulted in a pleasing increase in conversion and profitability. emarsys broadcast fits perfectly with our existing systems and the emarsys team have been extremely helpful with ideas and technical support to help us make best use of it.”