



How Virgin Limited Edition Increased Email Engagement Through Cutting-Edge Design



Customer Overview

Virgin Limited Edition is a unique, award-winning collection of retreats owned by Sir Richard Branson, chosen for their stunning locations, magnificent surroundings and offering of style, luxury, and exceptional personal service. The group consists of Necker Island in the Caribbean's British Virgin Islands, Necker Belle sailing around the Caribbean, Ulusaba Private Game Reserve in South Africa, The Roof Gardens and Babylon Restaurant in London, Kasbah Tamadot in Morocco, and The Lodge in Verbier, Switzerland.

When this renowned, luxury resort company realized their email campaigns were receiving lackluster response rates, Virgin Limited Edition turned to Teradata. The Digital Marketing Center team at Teradata brought more than a decade of experience to this redesign effort. As a result, Virgin saw marked increases in customer engagement and resort bookings.

“Teradata helped to improve our open rates significantly and our click-through rates more than doubled. We’re delighted with our improved results.”

– Robert Speirs
Marketing Manager
Virgin Limited Edition

Challenges

- To increase email open rates above industry benchmarks
- To improve engagement rates to drive more traffic to the website
- To increase enquiries and improve customer acquisition rates through the email channel

Virgin Limited Edition started working with Teradata in 2010 to use its Digital Marketing Center, as well as its consulting services for best practice advice and strategic and creative development.

Virgin Limited Edition previously had a simple email program and an easy-to-use template. In order to align their email program with the rest of their marketing strategy they required an entirely new suite of more creative email templates to engage with their prospects and customers.

Virgin Limited Edition identified that by investing in their email program to target their customers they could generate interest in their property offering, as well as communicate the breadth of properties available across the world quickly and with ease. The new and improved HTML templates were to be used to help nurture and develop relationships with people interested in the brand through email. Increased engagement is the key performance indicator for Virgin Limited Edition, as it is not possible to transact on their website.



Email a key part of the marketing mix

Virgin Limited Edition use email to increase bookings for each property—not as a conversion tool. The role of email in the Virgin Limited Edition marketing mix is to capture interest with the speed and frequency of email and to generate enquiries for the different resorts.

Email is at the core of Virgin Limited Edition’s multichannel strategy as it is closely integrated with direct mail, all marketing collateral, and other online channels including social media, blogs, and the website.

Teradata Solution

- Creating a suite of CMS template designs
- Ensuring that the new designs cater for every property and message that Virgin Limited Edition would want to convey
- A/B split testing the new designs to further refine their performance

More leads generated through best practice design and HTML

The new and improved email designs were carefully put together to create a simpler and more consistent brand experience through the email channel. The development of cutting-edge HTML, that could be used time and time again, was a key component in the success of the project.

The year-on-year results to date include a 5% increase in open rates. This was gained through long-term loyalty

and the increased value offered with the new design templates. The new creative approach has also yielded over a 100% increase in click-through rates, which in turn has generated many more leads for the business.

Bespoke CMS template and email design key contributors in the campaign’s success

On the one hand Virgin Limited Edition wanted professionally designed emails which reflected their brand identity in a slick way, and on the other hand they wanted to be able to streamline the process for creating these emails in-house.

Teradata’s content management system (CMS) enables high quality professional designs to be used by non-technical teams who can create messages easily without compromising the design. This newly designed CMS template and email creative were both created by Teradata.

“Working with Teradata’s Creative Services team has transformed the performance of our emails at Virgin Limited Edition. The significantly improved designs have helped us to acquire new customers through much higher engagement rates.”

– Robert Speirs
Marketing Manager
Virgin Limited Edition

Going one step further to provide a complete email marketing solution

The Teradata Strategic Services team assist clients in greatly improving email templates to produce noticeable improvements in results. Clients are able to take advantage of these services at any time, on a project or retainer basis. With over ten years' experience, specifically designing response-triggered emails, the Teradata Strategic Services team assist clients with:

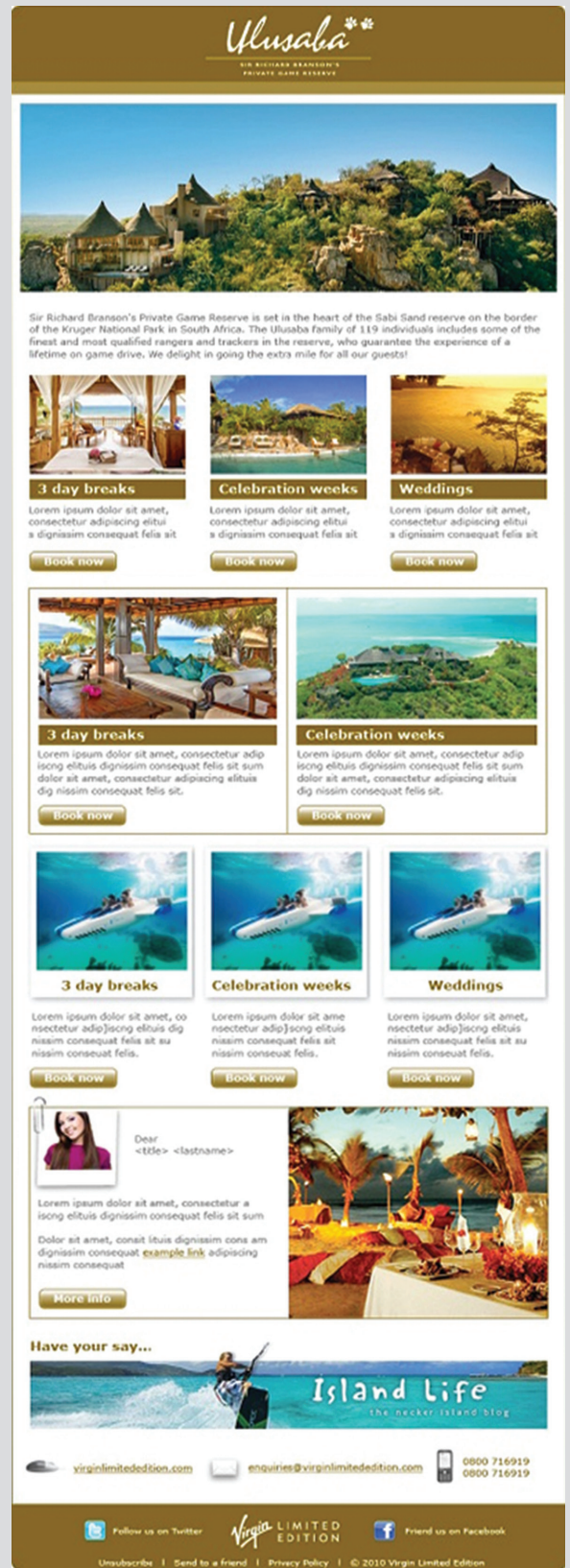
- Creative consulting
- Design production and development of emails, landing pages, social network pages, and sign-up forms
- Robust HTML production that ensures your emails render perfectly, in every scenario
- Template production, which is particularly useful if you have an in-house team that can maintain the HTML template once it has been produced by Teradata
- Creative critiques of your email programs and competitors

If you are seeking strategic ideas and development for your brand, then Teradata can help to deliver innovative solutions that benefit your prospects and customers, to get them engaged.

As one of the leading providers of online marketing services, Teradata makes it our business to be up-to-date with the latest trends and techniques.

Results

- Open rates boosted by 30%
- Click-through rates increased by more than 100%
- Customer inquiries significantly increased to the reservations team following the email redesign



The new design templates for Virgin Limited Edition's Ulusaba Private Game Reserve, South Africa



What would you do if you knew how to increase engagement, retention and revenues?

Teradata Digital Marketing Center delivers the agility you need as a marketer. This all-in-one Digital Marketing solution gives you the benefit of individualized insights for your customers, so you can deliver tailored digital messages to them at the right time and in the most effective way. Now you can approach your customers with ease and run highly relevant campaigns using any digital channel—email, mobile, social, and web.

The solution belongs to the Teradata Integrated Marketing Cloud, which enables you to reach your customers individually, and on any channel, online and offline.

Power your marketing with individualized insights from Teradata Integrated Marketing Cloud. Know more about your marketing, your customers, and your business. Deliver greater marketing agility to do more with that data to improve results and drive revenue.

We Power Marketing.

For more information on the Teradata Digital Marketing Center and the Teradata Integrated Marketing Cloud please visit marketing.teradata.com



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