

## **Epson USA grows marketing revenues per email with Infernotions' Analytical Services**

Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global technology company at the forefront of technological revolutions in imaging, robotics, precision machinery and electronics. Epson offers an extensive array of award-winning image capture and image output products for the consumer, photographic, business and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transaction terminals for the retail market. Epson America used Infernotions' Analytical Services to grow revenues per email in its online marketing campaigns.

Chris Nickel is Senior Marketing Manager responsible for Epson's direct response marketing. Growing revenue per email annually has been a daunting task especially in a troubled economy. "We had strong execution in online campaigns but I felt there was room for growth", Nickel says, "I brought in Infernotions to help us get better returns on our marketing budget".

**About the solution:** The Infernotions analytical team partnered with Epson marketing to design and implement an analytical relationship management strategy. Epson's customer base was segmented using the prospects' purchase data and their attitudinal profiles. Propensity models were crafted to identify the best prospects for consumables and hardware. Models were also built to help Epson win back dormant customers. Campaign targeting and messaging were updated. Upon validation of the strategy based on campaign results, the process was automated for recurring monthly deployment.

**Benefits realized:** By segmenting the target market, Epson was able to fine tune its offer and creative content for each campaign. "Infernotions has helped us improve our marketing effectiveness. *The analytical approach has helped us improve the revenues per contact on some win back campaigns by as much as 99% over the baseline.* This keeps us on track to hit our objective of 6% conversion rate on win back campaigns", says Nickel. Nickel also felt that embedding analytical intelligence in online marketing helps him control costs. "Earlier, if we needed to hit a revenue target, we would send out more emails. Not only is that an expensive strategy, we risk creating customer fatigue. Infernotions helped us find a better way to market. We are not only growing our campaign profitability, we are able to do so without significantly growing our email volume".