



E-mail marketing delivers best ROI amongst all the elements of marketing for Futurebazaar.com

Overview:

FutureBazaar provides an integrated shopping website where consumers are able to purchase products from their flagship stores eZone, Pantaloons and Big Bazaar online. They deliver across more than 1500 cities and towns in India cover 16,000 pin codes.

They wanted to better utilize email marketing to increase engagement with their subscribers, enhance mailing expertise and reduce costs. Subsequently, over many months of successful campaigns, it was observed that due to better scheduling and technical expertise, the open rates for Future Bazaar mailers increased by 25% on an average across the board. This resulted in heightened engagement and gradual increase in ROI.

“With a focus and continuous improvement on various aspects such as customer profiling, relevant offers and better campaigns, E mail marketing continues to drive best ROI for us in 2011 and 2012. We plan to challenge the current ROIs and get even better results. I think this medium has great potential and I am confident it will consistently drive better ROIs for us in the year 2013 as well!”

Gaurav Agarwal

Head - Marketing
FutureBazaar.com

The Challenge:

Being a leading e-commerce company, FutureBazaar has proactively invested in email marketing as a cost effective, efficient and non-intrusive medium of reaching out to its customers. However, the challenge has always been to get better ROIs from this medium of communication.

Futurebazaar initially faced some issues with e-mail marketing in terms of low open & click-through rates, poor scheduling and poor technical responses by ESP representatives.

Collaboration:

With proper support, FutureBazaar was able to harness the medium of e-mail marketing even better and the results were significant. They were able to see a 25% jump in the open rates immediately, the scheduling of mailers was better and Octane’s technical team was pro-active and responsive in helping out with issues.

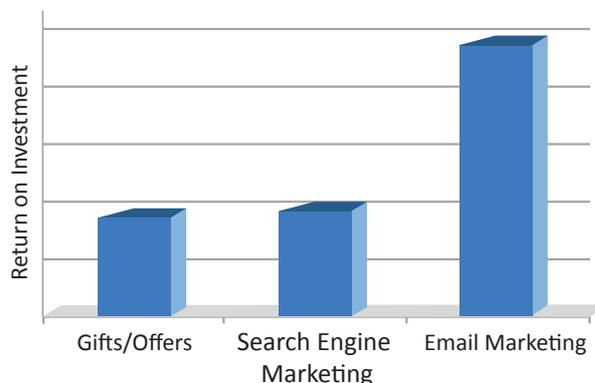
Future Bazaar made effective use of e-mail marketing by continuously improvising on the mailer creatives, introducing relevant offers for targeted audience and also segmenting lists that resulted in close to 30% open rates for select categories.

Results:

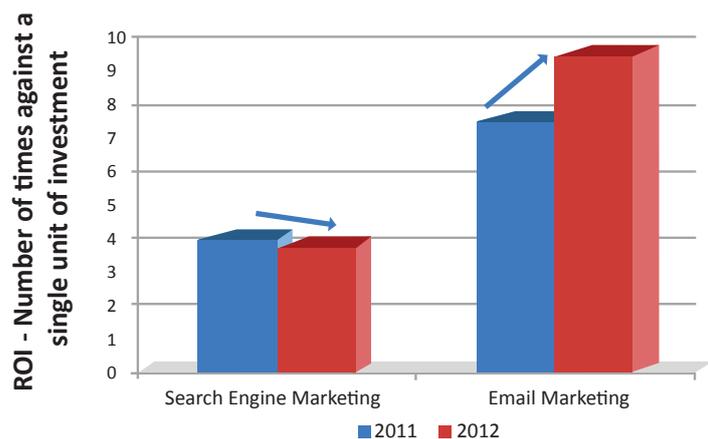
Over the last few years of collaboration, FutureBazaar has observed that e-mail marketing has consistently provided the best efficiency/ROI across all the elements of their marketing promotion mix.



For their campaigns, e-mail marketing delivered substantial increase in ROI than its next best element in the marketing mix, i.e. search engine marketing and more than three times the ROI over other marketing offers.



Despite the spend allocation on e-mail marketing being amongst the lowest, this element in the mix has not only been delivering better ROI over the years, but its impact is increasing year-on-year.



"Octane has really helped in ensuring our database is maintained, spam box delivery is low and hence open rates are high."

Amit Deorukhkar
Marketing Manager
FutureBazaar.com

Future Projection:

As a consequence of the above results, FutureBazaar is looking to actively sustain their e-mail marketing efforts. They have been dispatching personalised and segmented e-mail campaigns and in the future expect their result metrics to keep improving leading to even better ROI estimates using Octane's email marketing platform.

About Octane:

Octane is a marketing technology company that provides an indigenous, state-of-the-art **email**, SMS & web-marketing platform. It is India's first Do-It-Yourself (DIY) e-mail marketing solution for sending low-cost email campaigns.

What we do, is help our clients engage better with their customers. We believe that with the right tools, any **marketing campaign** or project can get the desired results and be a success. We don't however, believe in customer alienation and therefore are strong believers of best practices like opt-in lists. Our services and technologies help companies interactively communicate with their audiences online, without ever needing to spam them.

To know more about us, visit our website at www.octane.in