



# SUCCESS STORY

## 1. ABOUT HT MEDIA

HT Media found its beginning in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi. It has today grown to become one of India's largest media companies and is a choice of nearly 3.7 million readers across India.

5x

Open Rates for behavioural campaigns in comparison to normal Campaigns



HT Media faced a challenge to revive their existing subscribers' base. With a large diversity of subscribers it was difficult for them to reach out to target audience with relevant content, also they needed a platform wherein they could segment the database and analyse the performance of their campaigns.

3%

Increase in the number of shares done by the subscribers



## 2. SOLUTION BY OCTANE

HT Media developed a sophisticated emailing strategy through working with Octane's platform for sending out their personalised selection of daily offerings. Integrating subscribers into triggered, behavioural campaigns, automated lifecycle campaigns and collecting subscribers data to develop more personalized future campaigns.

2x

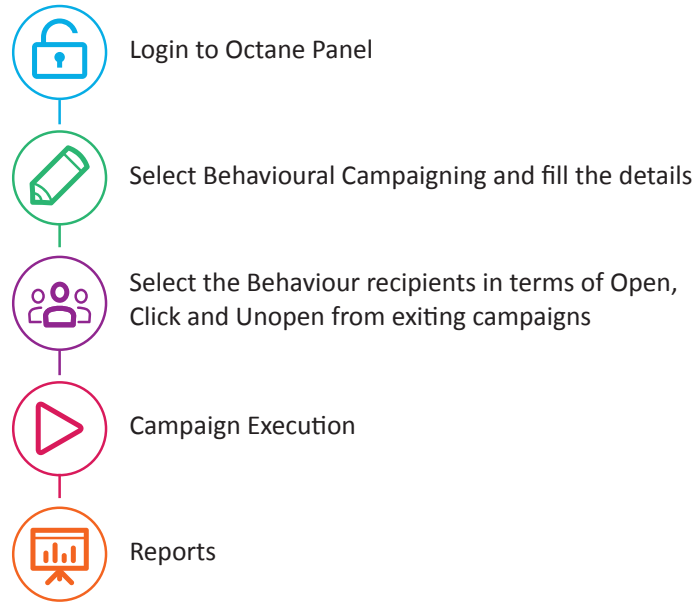
Increase in the CTR Rates



The database was segmented based on the recent activity done by the subscribers including experience, location, and salary etc., followed up with the behavioural campaigning.



## OCTANE'S BEHAVIOURAL CAMPAIGNING SOLUTION



“Octane has been awesome partner and helped to increase retention rate by 31%. With the platform intelligence, analytics & advance segmentation, we could profile candidates and reach them with the right content. It increased our campaign performance tremendously.”

**Prateek Agarwal**

**Digital Marketing Manager, HT Media**



## 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](http://www.octane.in)