

Case Study :



About Snapdeal:

Snapdeal is India's biggest online market places with 20 million plus users (February 2013); they ship to 4000+ towns and cities; and they feature 6000+ brands across 500+ categories. Snapdeal sells a saree and a mobile every 2 minutes and is India's first website to sell automobiles online.

"By deploying Octane Premium we have increased our return on email marketing investments by 30%."



Rohit Bansal,
Co-founder and COO, Snapdeal.com

Snapdeal and Octane:

Snapdeal sends over 6 to 7 million emails a day, making their data valuable and data security very critical. Keeping this in mind with various factors like geographical reach, product categories, types of audiences and much more; Octane devised an elaborate plan to deploy its services for Snapdeal.



Dedicated development and support team



Integration with Snapdeal's core IT systems



Campaign monitoring and reporting



Fully automated system, customised to the needs of Snapdeal which ensures data security and privacy with regular audits



Onsite Deployment - Octane created a new infrastructure on Snapdeal's premise; keeping their volumes, data security and customization needs in check

Best email campaign:

Snapdeal and Octane did a series of campaigns under the category of **'Similar Product Campaigns'**, which are basically re-targeted campaigns.

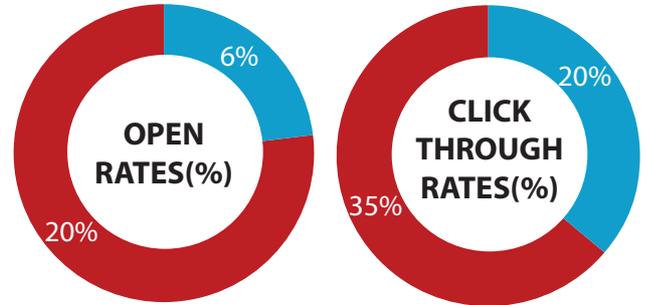
When a user visits a PDP i.e. Product Display Page, s/he has full intention of a purchase; still many users either do cart abandonment or after looking at the product details don't purchase it. The **'Similar Product Campaigns'** gives a subscriber an option to buy the product they like in addition to other similar products. These campaigns also give time-bound discounts on these products to push the subscriber more towards the buy button and score a transaction.

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A few stats:

1. The average open rate is 6%, for this particular campaign its 20%
2. When it comes to conversion rate, it is 2x times the average conversion rate, i.e. 100% growth.
3. The average click through rate is 20%, for this particular campaign it goes up to 35%
4. Data Analysis - Octane's support team helps Snapdeal analyse the behaviour of every subscriber they have. In-return Snapdeal sends better targeted campaigns as per every individual subscriber's interest.



- Average Campaign
- Similar Product Campaign



“ Key to the success of our campaigns is a technology platform that allows us to engage with consumers and make data-driven decisions in real time. In addition, Octane Premium has massively scaled to meet our integration and automation needs. ”

Ankit Khanna,
VP Product Management,
Snapdeal.com

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