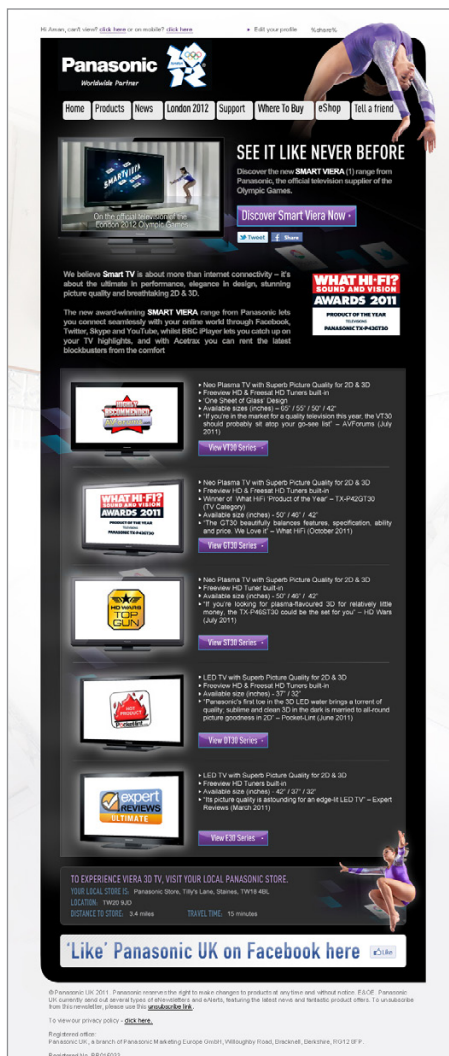


## Case Study

# An engaging email strategy at every stage of the Panasonic customer journey — from prospect through to advocate



Experian CheetahMail's know-how inspires cross-channel customer engagement driving physical footfall in UK stores



### Overview

Panasonic is a leading manufacturer of innovative electronics products, generating an annual turnover of £700 million. Their success stems from the belief that “everything matters”. It’s an uncompromising approach that extends across the company, from research and development through to marketing and customer care.

In 2009 Panasonic began work with Experian CheetahMail to develop a cross channel, full-functionality digital email strategy. Implemented in just 12 months, it is delivering rich and relevant content, integrating email, the web, social media and video to bring customers to high street stores. It’s a strategy that’s taking customers on every step of the journey from prospective buyers to proactive advocates of the Panasonic brand.

### Challenge

Panasonic pursues a multi-channel sales strategy to engage with customers, driving sales through the internet and a network of authorised dealers and re-sellers in ‘bricks and mortar’ stores. It isn’t a case of either online or high street – rather an integrated approach where on and offline channels combine to support each other.

Email can be a powerful tool in driving these synergies and in 2009 Panasonic began looking for

a specialist partner to harness the medium’s full potential. Objectives were two-fold: firstly to ensure that all communications are engaging and innovative, ensuring an optimum experience throughout the customer journey; and secondly, building awareness of, engagement in, and advocacy of the brand, influencing purchase decisions and driving customers to store.

Panasonic found the perfect partner in Experian CheetahMail and chose the company for their industry leading expertise and modular, flexible and scalable strategy.

### Solution

Experian CheetahMail has built an email strategy from the ground up, based on three key areas so that email solutions drive customer and data acquisitions, and provide a platform that delivers the right message at each touch point in the customer’s journey:

- 1. data:** collecting, enhancing and analysing data and converging on and offline data sources
- 2. programmes:** to acquire potential customers, convert them into actual customers and then retain them
- 3. optimisation:** ongoing testing of results to measure success against objectives, incorporating gap analysis and success plans for future campaigns.

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**“The Experian CheetahMail strategy is all about the customer journey and being relevant at every touch point with the right message - from consideration, to research, purchase and advocacy.”**

**Gaele Lalahy,  
Digital Communications Manager,  
Panasonic UK**

Panasonic is an innovation driven company and Experian CheetahMail has taken that approach when constructing and facilitating the implementation of their email marketing strategy. The partnership has, and will continue to transform communications, targeting customers at every stage of the lifecycle; such as the three main touches exemplified below:

1. new subscribers are sent a welcome programme including an email preference centre, giving Panasonic visibility of what the recipient is interested in, and data to tailor content in subsequent communications
2. subscribed prospects on the verge of making a purchase are sent product specific and location based emails; making sure that the potential customer has all of the information they need to make an informed purchase decision
3. customers who have bought and are advocates of the brand are sent regular newsletters and emails to ensure that the company remains top of mind for high investment technological products. The communications are enabled with social links driving traffic to Facebook and Twitter etc... Panasonic also sends Lumix Lifestyle emails so customers can engage with the Lumix Lifestyle Community, opening up the dialogue between the brand and its loyal customer base.

## Results

The data-optimised welcome emails and newsletters are having a significant impact on customers' relationship with Panasonic. The industry benchmark for 'email opens' stands at 18.9% and at 3.9% for 'click-through' — Panasonic is now achieving 35.3% and 9.2% respectively.

With social media an integral part of the strategy, Experian CheetahMail leveraged the launch of a new range of Viera TVs in 2011 to develop a Facebook page. The site incorporates video and competitions to support ongoing customer and data acquisition, as well as driving traffic to the Panasonic website.

It's an integrated, cross channel and digital email strategy that has brought Panasonic to the point where the company is using innovative digital campaigns to drive engagement. Their Dynamo TV YouTube campaign in 2010 secured 2.2 million views, was YouTube's number one UK branded TV channel and spawned over 800,000 tweets. Importantly, it coincided with a huge spike in Panasonic sales in the UK, proving that email and other digital approaches deliver increased footfall to the high street.

“The Experian CheetahMail strategy is all about the customer journey and being relevant at every touch point with the right message —from consideration, to research, purchase and advocacy,” said Gaele Lalahy, Digital Communications Manager, Panasonic UK. “The real innovation here is the use of email marketing to drive advocacy. Exclusive and targeted content driven by the newsletter acts as a hook to energise our online the communities, and ultimately translates this 'virtual' interest into real high street success.”