

# Case study: HMV

## HMV Boost Revenue With Enhanced Transactional Messaging Programme



### Client

HMV is the UK and Ireland's leading specialist retailer of music, DVD/ video, computer games and related products. The company operates around 200 stores in key shopping locations nationwide, as well as a successful online store at [www.HMV.co.uk](http://www.HMV.co.uk). Like all companies, [www.HMV.co.uk](http://www.HMV.co.uk) is continually looking for new revenue opportunities. With this in mind, it approached CheetahMail's consultancy team to review its e-mail marketing in order to identify new opportunities for revenue growth.



### Challenge

With testing and optimisation programmes running continuously, the scope within [www.HMV.co.uk](http://www.HMV.co.uk)'s commercial e-mail marketing messages was limited. CheetahMail's answer was to look at confirmation and services messages to provide the additional revenue required.

When CheetahMail examined the existing order confirmation e-mails, it discovered that they were sent in plain text, with no branding and without any cross or up-sell message.

Here was the opportunity [www.HMV.co.uk](http://www.HMV.co.uk) was looking for.

### Solution

Confirmation messages are often seen as the domain of the IT department but, in the hands of marketers, they offer huge potential in terms of brand building, loyalty and retention and additional revenue.

Order confirmation e-mails delivered as HTML can become marketing vehicles to an already attentive and engaged customer.

### Results

According to Forrester, confirmation e-mails are 17% more likely to be opened than newsletter or promotional e-mails, and customers are 20% more likely to click through on them. Confirmation e-mails are often read multiple times and are usually last to be deleted.

In addition, Jupiter reports that transactional and operational messages such as confirmation e-mails result in 3% conversion rates (of those with open rates of less than 22%), well over the conversion average of other direct marketing programmes.

CheetahMail, therefore, recommended that [www.HMV.co.uk](http://www.HMV.co.uk) utilises the opportunity to cross-sell via its confirmation e-mails.

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**“The results speak for themselves... CheetahMail not only provide us with a reliable and comprehensive technology but also help us to continuously improve the way we talk to our customers. Through offering improved service we give customers more reason to keep shopping with us.”**

**Katrina O'Donnell  
Marketing, HMV**

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Using the CheetahMail solution, HMV.co.uk now sends a multi-part confirmation e-mail, incorporating HTML, Rich Text and Text, enabling a larger audience to receive the HTML format incorporating HMV.co.uk's branding. The new HTML template also makes use of CheetahMail's Dynamic Content, which populates the e-mail with cross-sell offers that relate to the original purchase, e.g. customers who bought this also like these.

By using the CheetahMail platform to deliver these e-mails, HMV.co.uk benefited not only from improved deliverability but also from CheetahMail's tracking and reporting functions. HMV.co.uk now has a wide range of reporting for confirmation e-mails, including deliverability statistics and conversion metrics, with the revenue generated per message.

The campaign achieved an open rate of more than 90%. Click rates increased by 600% and the overall conversion rate rose by a staggering 1900%.

After just 7 days, transactions increased by 765%.

#### **About Experian CheetahMail**

Experian CheetahMail is the trusted service provider of online marketing solutions for top enterprises worldwide. Offering industry-leading email marketing and customer intelligence solutions, as well as providing a broad range of client services, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers.

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