

# Case study

“With DBS as the sole point of contact for customer data, market research and campaign fulfilment, the time the company wasted worrying about data quality, is now invested in how it can better engage with the people who will be interested in booking their holiday with them.”

## DataMOT Benefits

**4%** goneaway and deceased removed  
£25,000 savings on mailings

A UK travel company that specialises in organising worldwide outdoor holidays for more than 60,000 holiday makers each year.

### The Challenge

DBS Data was approached by the travel company to help them enter the world of email marketing. The initial goal was to drive traffic to the website, with the longer-term objective to maximise sales from its existing customer database.

### What we did

The first step was to conduct a detailed analysis of the customer database which revealed records dating back as far as 1990. Such was the extent of the DataMOT and data cleanse that followed (replacing goneaway and deceased records etc), it was estimated that the company would save up to £25,000 per mailing.

Next, DBS ran an advanced propensity report on the data,

uncovering a definite trend towards an older and wealthier demographic. Now, the company had the confidence that it had an up-to-date and fully compliant database, a clear picture of who existing customers were, but also who its customers would likely be in the future.

However, before running the first email marketing campaign, DBS wanted to understand the perception of the brand in the wider market. Its expert Market Research team compiled and conducted a 15-minute online survey with a sample of 500 respondents, who all matched the newly identified demographic of potential customer. The insights garnered from this important piece of research helped to shape the creative content and messaging of the email

campaign that DBS fulfilled on behalf of the company.

### The Results

The results of the profiling and segmentation exercise enabled DBS to create an email prospect pool of 150,000 records. An email was sent once a month over a six-month period with different content derived from the findings of the market research. In addition, DBS created targeted Facebook adverts served to the same audience.

Not only was the company able to make substantial saving as a result of eliminating wastage from its print-based marketing, its first foray into email marketing was a huge success with open rates of circa 8% and a 122% return.



To find out more about DBS Data compliant solutions please contact us on 01245 397 570 or email [thesalesteam@dbpdata.co.uk](mailto:thesalesteam@dbpdata.co.uk)