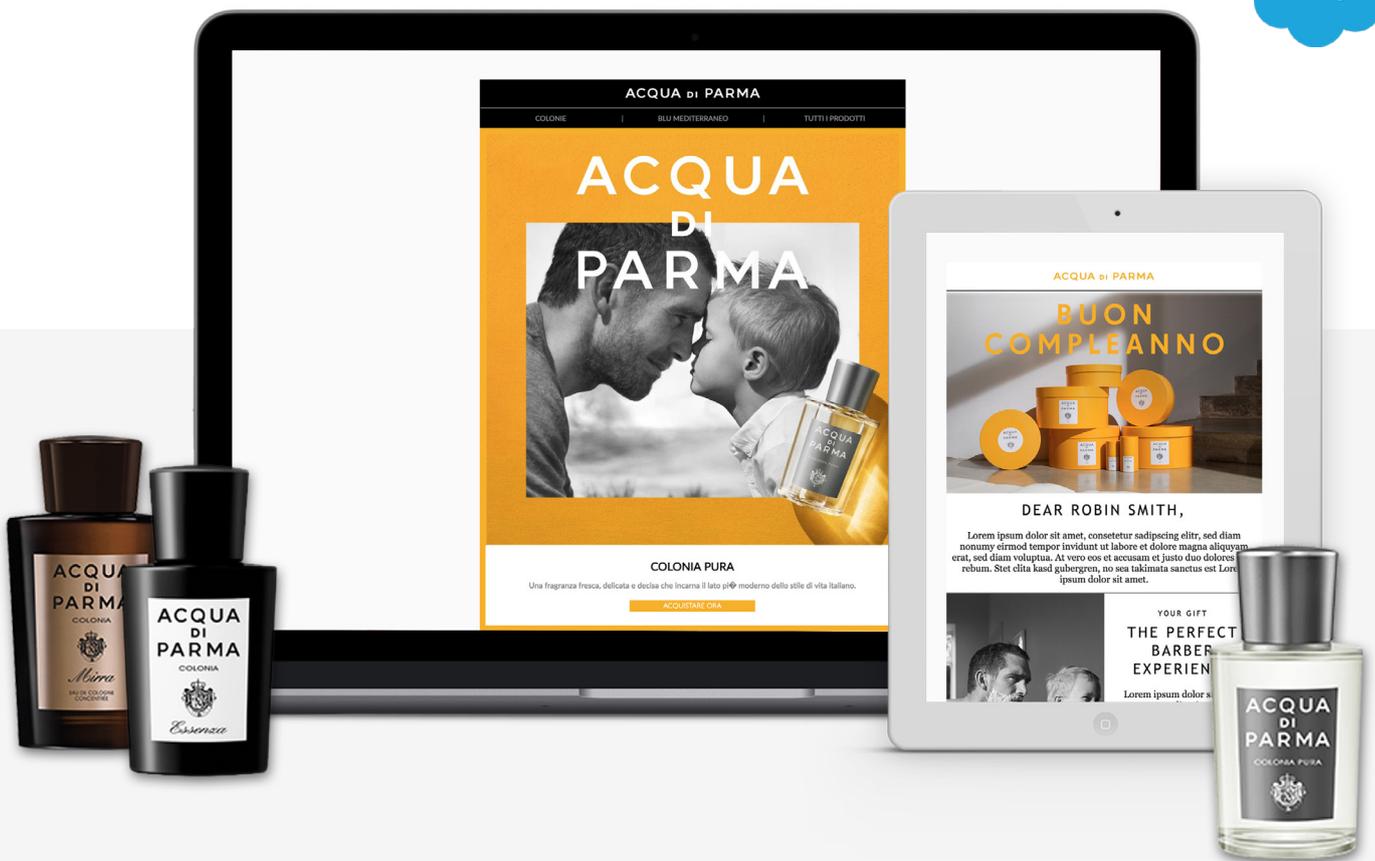




Tinext Delivers Seamless Customer Experience to Luxury Giant Acqua di Parma

Acqua di Parma Boosts Customer Engagement through Tinext's Targeted Email Outreach



ACQUA DI PARMA

One of the world's most exclusive fragrance and fashion brands, Acqua di Parma has created men's signature scents for its customers for over 100 years. Headquartered in Milan, the company has grown into a network of nearly 900 sales outlets

worldwide. Acqua di Parma has expanded its range of products to include a line of fragrances for women, home fragrances, travel and home collections, gifts, leather handbags, and Blu Mediterraneo, their dedicated aromatherapy line.

A Cutting-Edge Email Strategy to Personalise Outreach

In a competitive digital environment that demands both personalisation and brand identity, Acqua di Parma had carved out its high-end brand image on its website. However, without email personalisation, the fashion brand had realised an opportunity in the way they communicate with their customers.

To increase their clients' engagement, Acqua di Parma needed a system to manage e-mail marketing campaigns and deliver personalised, responsive emails that would pique the interest of their customers and boost their click-through rate.

Specifically, it required a platform that could send 70 direct email marketing (DEM) messages every month to its clients—boutiques, e-commerce sites, and its other sales outlets throughout the world. It needed personalised templates for those emails in five different languages that span 19 European countries.

What's more, Acqua di Parma required a timescale of five days from sending the brief to the date the first email campaign would be scheduled. This included final tests, the client's verifications, and implementing the activities to be carried out.

A State-of-the-Art Email Strategy to Meet Complex Requirements

Tinext met the challenge, sending nearly 850 email marketing campaigns a year, achieving 90 percent compatibility of their templates with 81 email providers. To accomplish this complex task, Tinext adopted Salesforce Marketing Cloud as the best solution to Acqua di Parma's challenges.

Tinext recognised that these templates presented a complex graphic realisation, which in turn required comprehensive, customised management to guarantee perfect compatibility with all of the email clients involved. For each of the templates, Tinext personalised images, colours, and country localisations to appeal to each of the recipients while maintaining Acqua di Parma's distinctive brand identity.



Tinext Maximises Email Efficiency

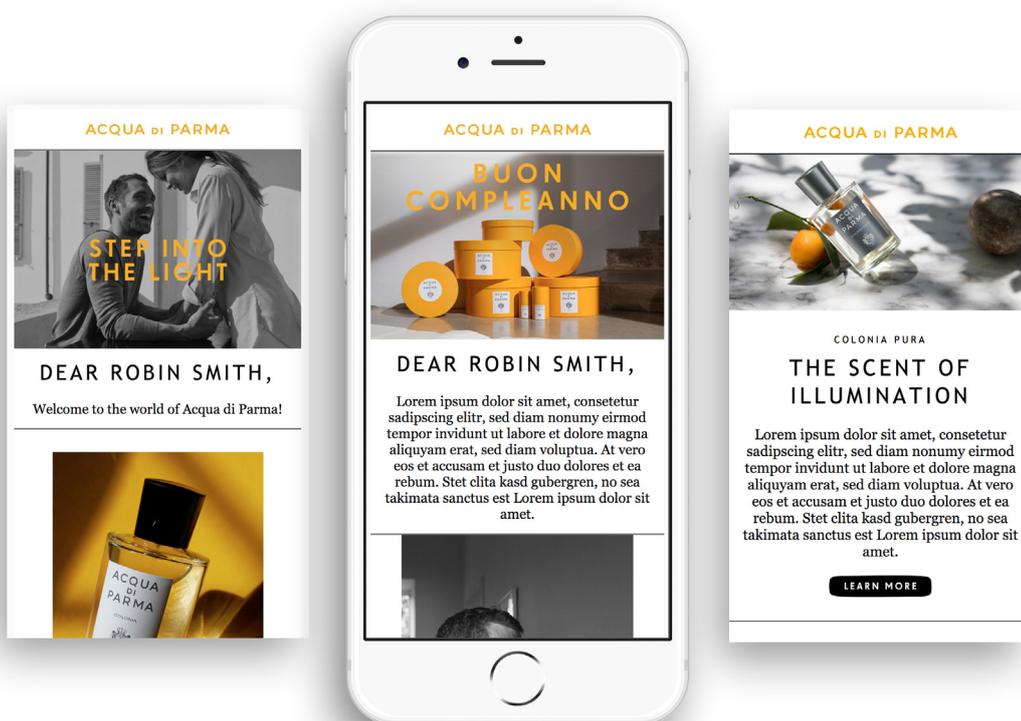
With its skilled team of email marketing consultants and developers, Tinext also created a precise process to manage the emails, meeting each of its client's deadlines. Its responsive client service team allowed it to respond quickly to any of the company's last-minute changes.

Marketing automation: the heart of digital communication

While newsletters and one-off campaigns will always have their place in an efficient email marketing strategy, the smartest companies set up automated email campaigns that respond to a user's actions.

These emails are personalised, timed, and relevant to the recipient. As a result, recipients open them more often and click through to the company's website, leading to more sales.

With Tinext's expert teams and client service personnel leveraging its Salesforce marketing cloud platform, Acqua di Parma plans to create a flow of personalised automated communications that respond to customers' specific actions and behaviour. They arrange to create a series of personalised welcome emails to send to new boutiques, as well as a 'Happy Birthday' campaign to bring products to their clients' attention.



An integration between marketing and customer service clouds streamlines workflows

As technology continues to evolve and shape the buying cycle, marketing and sales are only growing closer together, making efficient collaboration between the two more important than ever. As a highly experienced system integrator, Tinext integrated Acqua di Parma's email campaigns with both their marketing and services cloud platforms. Acqua di Parma can now manage its clients' data from a single platform to obtain a single customer view, simplifying and quickening customer services processes and helping the marketing team to analyse any given client's data, purchase history, and as a result, their own email campaign performance.



RESULTS



Nearly

900

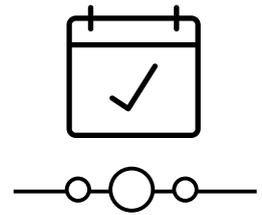
Sales outlets



Personalised
template for

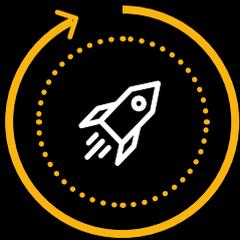
19

European countries



5 Days

workflow management



70

Direct email marketing
campaigns (DEM)
sent monthly



90%

Compatibility
with **81** email
providers



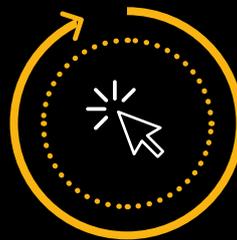
99,5%

Delivery Rate



29,5%

Average Open Rate
vs **21.33%**
industry average



3,6%

Average
Click-Through-Rate
vs **2.63%**
industry average



0,27%

Unsubscribe rate
vs **0.28%**
industry

About Tinext

Tinext is a service company providing solutions that dramatically impact digital customer experience, while reducing administrative effort for multi-channel content management.

Tinext combines an impressive list of competencies in digital agency and systems integration with high impact consultancy and project management to deliver state-of-the-art digital marketing solutions.

Since 2001, our teams have conceived, delivered deployed and maintained more than 800 projects for top enterprises such as Groupe Mutuel, Chenot Cosmetique Sagl, Generali Group, Whirlpool Europe, Salone del Mobile Milano, Acqua di Parma, Dolomiti Superski, Moby, EFG International, Vittoria Assicurazioni, Swiss national broadcaster RSI, City of Lausanne, National Bank of Kuwait, Kuwait Finance House, Al Arabiya News Channel, Dubizzle, McDonald's Arabia, Zain Telecom.

With a comprehensive range of digital services delivered through its three core practices, Tinext can offer full project implementation or flexible services in combination with other providers.

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