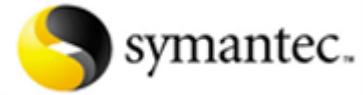


cabestan



HOW CABESTAN HELPED SYMANTEC AUTOMATE CONTENT WHEN UP- AND CROSS-SELLING



is the world leader in security technology and data protection on the Internet for individuals and SMEs/SMIs.

AN INTERNATIONAL CHALLENGE

In 2002, Symantec asked Cabestan to develop its email marketing loyalty program, involving more than 8 million subscribers and an international challenge: a newsletter in 28 languages delivered in 200 countries.

Club Symantec Newsletter



● "Cabestan was able to use its business expertise to continually provide us with solutions that promote our international customer relationships through dedicated services and support." Emilie Desgrange – Director of the Internet Customer Loyalty Program

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INTEGRATING CUSTOMER SALES INFORMATION

Symantec is using email marketing to boost its sales strategy and promote its product range, leveraging the benefits of this medium to support the customer life cycle. Symantec contacts customers on every anniversary, asking them to renew their licence and using up-selling to steer online users towards upgrades.

Cross-selling is also applied through the use of additional, related solutions aimed at expanding the product offer.

To improve these product offers, it is vital to learn more about customers by identifying their needs and buying habits based on behavioural information, which in turn ensures that the automated content is relevant. Symantec therefore developed its communications strategy to suit the life cycle of each of its customers, strengthening its customer relationships through its loyalty programme: **Club Symantec**.

THE CLUB SYMANTEC PLAN

- ❖ **Welcome email:** Welcome the new subscriber and start the relationship with an offer.
- ❖ **Monthly newsletter**
- ❖ **Satisfaction survey:** Measure customer satisfaction, improve knowledge about the customer.
- ❖ **Reactivation email:** "Wake-up" for customers who have not opened a message during the last three months.
- ❖ **Unsubscribe questionnaire:** Find out the reasons for unsubscribing in order to respond appropriately

DEFINING AUTOMATED CAMPAIGN SCENARIOS IN OVER TWENTY COUNTRIES

When you have locations in 200 countries and a newsletter published in 28 languages, you need to create fully developed scenarios and automate your customer relationships. Cabestan is providing customised support to Symantec, using its business expertise to automate email marketing campaigns in over twenty countries.

STRONG RESULTS

- ❖ Average open rate of **26%**
- ❖ Conversion rate of **5%**

CABESTAN'S STRENGTHS ACCORDING TO SYMANTEC

EXPERIENCE

Cabestan has been specialising in email marketing for over 10 years.

SUPPORT

Cabestan's customised support systematically responds to each specific demand.