

## VIPVENTA OPTS FOR CABESTAN TO MAINTAIN MARKETING MOMENTUM BY SENDING ONE EMAIL A DAY TO A MILLION CONTACTS



This well-known Spanish online retailer offers luxury products at discounted prices. With a database of one million email addresses, VipVenta's specific objective is to send one email per day to its contacts with time-limited special offers.

### WHY CABESTAN?

Vipventa chose to entrust its email marketing to Cabestan after being impressed by the performance of their tools and the efficiency and responsiveness of their team.

VipVenta Newsletter



• **Thanks to Cabestan's tools and personalised consulting, not only did we meet the goals we had set ourselves, but did so much more quickly than expected.** Cabestan's expertise provided us with a complete service on both the technical and marketing sides. Amélie Mercier, Marketing Director, VipVenta

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### VIPVENTA'S CHALLENGES:

- ❖ How can we make sure that emails are being received?
- ❖ How can we increase open and click-through rates?
- ❖ How can we control marketing momentum despite sending emails daily?

### CABESTAN'S SOLUTION: MONITOR EVERY ASPECT OF VIPVENTA'S ACTIVITIES AND IMPLEMENT DEDICATED TOOLS

#### ❖ Step 1: PRE-AUDIT DELIVERABILITY

Cabestan analyses VipVenta's campaign management to determine their current email marketing practices.

#### ❖ Step 2: TECHNICAL AND MARKETING STANDARDISATION

Cabestan implements a technical environment specifically tailored to VipVenta plus automatic campaign feedback management – complaint feedback loops, automatic unsubscribing and management of undeliverable addresses.

#### ❖ Step 3: SEGMENTATION AND REPUTATION AND DELIVERABILITY SCORING

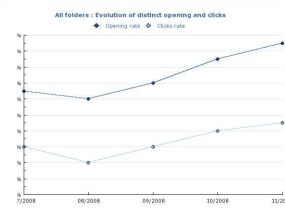
Cabestan identifies different contact groups based on recent subscriptions and behaviour data. Certain behaviour patterns can interfere with campaign deliverability success.

#### ❖ Step 4: ESTABLISHING AN IP ADDRESSING PLAN BY CAMPAIGN TYPE, ISP AND SEGMENT

After implementing these new routing rules, Cabestan defines performance monitoring indicators and quantitative objectives to be achieved for each one.

### INCREDIBLE RESULTS

- ❖ The effectiveness of Cabestan's tools doubled the open rate in 3 months!



### ADVICE FROM CABESTAN

• **IP addressing plans are usually set up according to campaign type.** The Cabestan platform is the only one on the market capable of implementing a plan based not only on campaign type, but on ISP and contact behaviour as well. This feature is crucial for managing reputation and deliverability, and significantly improves a campaign's statistical results.

**Lionel Hubschwerlin**, Technical Director of Cabestan