

Email Marketing for Gamers

CASE STUDY



Key figures 2004:

2 million players in the Boonty database, including 1,000,000 who are opt-in subscribers to the e-mail newsletter

Campaign Frequency: 1 or 2 per week
Over 30% of Boonty revenue is generated by e-mail marketing campaigns.

www.boonty.com



example of e-mail campaign: Boonty / Tiscali

Boonty provides a complete PC game download management platform to its customers which include leading ISP's and portals such as Yahoo, Wanadoo, Tiscali and T-Online. For each customer, Boonty has developed a games download web site under a white label agreement. Boonty also handles all of the sales and direct marketing programmes for the site including e-mail marketing campaigns.

The Email Data Collection Hunt

The gamer simply downloads a PC game demo version from the web site and can convert at any time to the full-featured version for unlimited use on his PC with payment via the site. From the beginning, Boonty set up a permission based system for collecting gamer e-mail addresses on behalf of its customers. This includes e-mail identification for game download, e-mail confirmation at purchase and online offers for subscription to the gaming e-mail newsletter.

The Quest For The Ultimate Email Campaign Management Tool

While initially these e-mail campaigns were handled by Boonty in-house, the sheer volume of addresses very quickly took on huge proportions. It was therefore essential for Boonty to find an "industrial strength" solution for the management of these campaigns on a worldwide scale.

"We set out to find a reliable and secure solution that would provide us with precise and detailed reporting data so that we can analyse and continually improve the impact of our e-mail marketing campaigns," says Mathieu Nouzareth, co-founder and CEO of Boonty.

After carrying out an extensive market study, Boonty chose to work with the Campaign Commander™ solution by Emailvision, which not only met its needs in full, but was also in a position to accompany the firm's growth both nationally and internationally.

Playing The ASP Card

There was no need for Emailvision to have to convince Boonty of the huge advantages of the Campaign Commander™ ASP solution (Application Service Provider): no need to buy software, no need to buy, configure and manage a complicated IT infrastructure, free regular feature upgrades and user-friendliness. Indeed, these are precisely the same arguments they use to promote their own ASP solution with their own customers. The Campaign Commander™ solution has enabled the Boonty team to save a considerable amount of time, in particular with respect to response tracking and bounce management.

Over the last two years working with Boonty, Emailvision has amply demonstrated its R&D know-how, on the one hand, by constantly upgrading the Campaign Commander™ solution, and its technical expertise on the other, by managing multiple campaigns worldwide, at a rate of over 2 million e-mail messages a month.

Being a major player in the online BtoC sector, Boonty has also made considerable use of the partnerships that exist between Emailvision and the major Internet service providers, in order to ensure that the campaigns are distributed efficiently, and to avoid being blacklisted by the ISPs.

The user-friendliness of the Campaign Commander™ interface and the assistance provided by Emailvision support staff during the first few campaigns meant that the solution was extremely fast and easy to get used to, and the Boonty marketing teams became quickly autonomous in their use of it.

Gaming News and Special Offers By Email

Whilst the frequency of e-mail newsletters is determined by its customers (ISPs and Portals), Boonty is entirely responsible for producing and delivering the campaigns to over 1,000,000 subscribers each segmented by customer type. Email Campaigns include offers for new games, special offers, events and big game launches. Gamers benefit from regular e-mail updates that are specifically targeted, thanks to behavioural analysis in Campaign Commander™. The campaigns are extremely profitable, generating open rates of over 50% and unique click through rates between 5% and 20%.

The detailed reports generated in real time by Campaign Commander™ are carefully analysed by the Boonty teams and return on investment is calculated by tracking conversion rates on the web sites with the Campaign Commander™ Post click-tracking feature.

The turnover reported by Boonty thanks to its e-mail marketing campaigns currently represents over 30% of total sales and is expected to grow considerably. According to market research; on-line video games and entertainment sales will only reach their peak around 2007. What is particularly surprising is that customer analyses show that the typical profile for these new Boonty players is that of a female between 20 and 30 years of age.

Summary

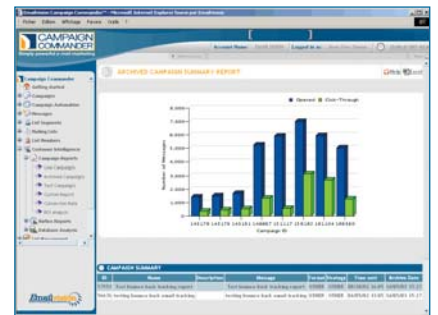
Having used Campaign Commander™ on an intensive daily basis, the marketing teams at Boonty have been able to appreciate the full breadth of the application's features. It means that Boonty is now able to provide its' ISP and portal customers with a complete industrial-strength platform both for online games and the generation of new business via e-mail marketing.



example of e-mail campaign:
Boonty / Yahoo



example of e-mail campaign:
Boonty / Wanadoo



Exemple of Campaign Commander™
e-mail campaign report

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