

LK BENNETT planning targeted email campaigns with smartFOCUS DIGITAL

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Luxury shoes, clothing and accessories brand to enhance email marketing and gain greater customer insight with smartFOCUS DIGITAL

London, UK – 11 May 2009 – smartFOCUS DIGITAL, a leader in email and digital marketing, has been chosen by LK Bennett, British women's wear retailer, positioned between the premium end of the high street and international designer brands, to supply an email solution that will provide personalised email contact across international campaigns.

The online and luxury fashion retailer has utilised smartMARKETER E-channel 5.0, a digital marketing system that includes advanced list management capabilities, and content targeting features that can automatically trigger individually tailored e-mails to thousands of recipients. E-channel also enables easy comparisons between campaigns, allowing marketers to judge the effectiveness of different campaigns and tactics used. This will help the LK Bennett marketing team engage with its customers by providing tailored updates.

LK Bennett was looking for a technology system that could gain greater customer insight and have the capabilities to design and segment lists at ease, thereby increasing the conversion rate of the current customer base. It is also vital to be able to add new customers to the existing base, being able to cleanly incorporate this data and be ready to go for future email campaigns.

The smartFOCUS DIGITAL solution will also be used to improve the quality of the customer data, by utilising the E-channel forms functionality. The solution is able to create smooth and easy to use data capture forms, furthering the options the marketers will have to tailor future campaigns.

Now the LK Bennett marketing team will ultimately be able to manage their marketing campaigns efficiently, using the advanced campaign analysis and reporting features to oversee and track the results of campaigns.

LK Bennett's Head of e-Commerce, Kate Smyth, said: 'We recognise the need to connect with our customers and offer them updates on the products that interest them the most. Working with smartFOCUS DIGITAL will take us a step closer to achieving this objective. We were extremely impressed with the ease of use of the system and we have had positive feedback from the marketing team at LK Bennett who are looking forward to strengthening our relationship with customers.'

Bryan Black, sales director of smartFOCUS DIGITAL, said: 'Being selected by a trusted fashion brand such as LK Bennett truly shows the strength of our digital marketing solution, and proves that we can help our clients build strong relationships with their customers. It is gratifying to see a UK based company performing so well in a very competitive market place and the ability to understand and market to its customers more effectively will propel LK Bennett to even greater success.'

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About LK BENNETT

www.lkbennett.com

British fashion house L.K.Bennett is known for its elegant and sophisticated women's wear collection of shoes, clothes and accessories. Positioned between the premium end of the high street and international designer brands L.K. Bennett offers affordable luxury. Established in 1990 there are now 103 stores, comprising of 60 stand alone stores and 43 concessions across the UK, Ireland, Jersey and Paris, and a successful online boutique at lkbennett.com.

About smartFOCUS DIGITAL

smartFOCUS DIGITAL is a leading provider of intelligent marketing software for email and digital channels. The Company's high performance internet based solutions make it easy for marketers to use powerful analysis and customer insight to optimise integrated email, SMS, RSS and web channel campaigns to improve marketing results. Based in the UK, smartFOCUS DIGITAL serves over 300 clients and partners internationally, including - Chelsea FC, ASOS, The Guardian Newspaper, PaddyPower, FatFace, QVC, CIPD, MoneySupermarket.com, Epson, The Wine Society, Elsevier and Hotpoint. smartFOCUS DIGITAL is the specialist digital division of smartFOCUS Group plc (LSE; STF), an international multi-channel marketing software company.

www.smartfocusdigital.com

For further information please contact:

Ellie Turner / Becky Cheers
Prompt Communications on behalf of smartFOCUS
Tel: +44 (0)20 8996 1647 / 07793403692
smartfocus@prompt-communications.com