

Adili halves costs and doubles output with smartFOCUS DIGITAL

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Ethical fashion retailer selects smartFOCUS DIGITAL for simple and stylish email marketing campaigns.

London, UK 06July, 2009 – smartFOCUS DIGITAL, a leader in email and digital marketing, has been selected by Adili, the online ethical fashion site, to carry out professional in-house digital marketing campaigns. The power and flexibility of the smartFOCUS DIGITAL email marketing system has enabled Adili to halve its costs and double its marketing output.

Established in 2006, Adili boasts 80 of the best sustainable and fair brands from around the world. It also sources fabrics and materials from all over the world for its own label collection which is produced in India, Nepal, Turkey and Colombia. The site sells ladies' and men's fashions, along with home collections, and regularly keeps in contact with subscribers and customers by sending e-newsletters featuring the latest offers.

Adili was a user of smartFOCUS DIGITAL software before moving all marketing over to an out of house team. This approach proved too inflexible for Adili's marketing needs, and the company made the decision to bring its marketing back in house.

Adili needed a technology system that could provide professional and targeted results to reflect their market position, without time restraints and that was readily adaptable by the team. The company is using smartMARKETER eChannel, a digital marketing system that allows the user to create and manage email content with ease and efficiency. This is vital for Adili's small in-house team, allowing it to create chic email campaigns for its green thinking customers.

Another draw for Adili was the level of software training given and the amount of support that smartFOCUS DIGITAL could give during the implementation process – crucial for getting the marketers comfortable using the software. Adili has been able to quickly turn around extremely successful campaigns, which are driving an increase in brand awareness. As well as halving costs and doubling its output, Adili is benefitting from a deliverability rate of up to 99.6 percent and click-through rates as high as 15 percent.

Rebekka Peake, Marketing Coordinator for Adili, said: "This solution has been brilliant for our in-house marketing team. We've all quickly mastered the software without any HTML or design skills knowledge. Part of the attraction of smartFOCUS DIGITAL is the continual developments that are made to the software. We send out up to 50,000 emails a month so having a comprehensive solution is very important. I think the results speak for themselves."

Bryan Black, sales director of smartFOCUS DIGITAL, said: "Adili returning to smartFOCUS has been a great privilege for us. It really shows the strength of our digital marketing and proves that we can provide a solution that truly is easy to use in house but can also give you great return on investment, which is important to all businesses right now. It's great to see this pioneering ethical fashion retailer doing so well and we hope to keep saving them money."

About Adili

Adili is a fast-growing internet retailer, offering a comprehensive range of contemporary women's and men's fashion and lifestyle products, ethically-sourced, stylish and offering value for money. To Adili, 'ethical' means products that are organic, recycled, fair trade, made from alternative fibres, locally sourced or, better still, a combination of these. Bringing ethically sourced clothes, accessories, homeware and gifts all together online at www.adili.com means our customers can make informed choices about a range of products that are good for them, and great for the planet.

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.

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