

RedEye makes behavioural email easy

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- New Behavioural Email onDemand is so simple companies could be sending automated email triggers within 24 hours

Today RedEye unveils its new product designed to make behavioural email campaigns available to all ecommerce brands. New research* shows only 7% of UK retail companies use abandoned basket emails (one of the simplest behavioural targeting triggers) to recover online sales. Therefore RedEye's new product Behavioural Email onDemand (<http://www.ondemand.RedEye.com>) is urgently needed to follow up the massive problem of abandoned baskets, which are otherwise lost sales.

85% of customers abandon an online purchase. However the vast majority of ecommerce brands do nothing to recapture these lost sales. With drop-off customers proven to be a most profitable subset, Behavioural Email onDemand is reacting to market requirements by providing an easy way to start targeting them. Behavioural email has been around for 10 years, yet it's still extremely underutilised. It's the best way of boosting click-throughs, conversions and, hence, ROI in email marketing.

For years, RedEye has offered its full-scale behavioural marketing, analytics and usability service to hundreds of larger ecommerce brands – now it is offering its behavioural service in a 'lite' version with automated triggers, which is especially good as an abandoned booking recovery system. Behavioural Email onDemand is not just for SMEs, but for big brands that think they can't afford it, or perceive it to be too complicated. It is designed as an intuitive self-service product, with support provided by expert RedEye consultants.

Mark Patron, CEO at RedEye, says: "It's behavioural email made easy. onDemand enables companies to take their first steps in behavioural and see immediate results, with incremental revenue from otherwise lost sales.

"Marketers should ask themselves if they are happy converting just 2% to 3% of their website traffic - if the answer is no, they can now try this free solution."

Behavioural targeting is all about relevance! With basket/order abandoners, these 'nearly-customers' have shown serious interest in your brand, so any timely communication with them by default is directly relevant and highly likely to be acted upon (click-throughs have proven to be up to 60% and conversion rates 15%).

Behavioural Email onDemand is so simple to setup that new users could be sending automated email triggers within 24 hours. RedEye provides tags to start tracking abandoners and a simple system to build and send email campaigns. The tags are as easy to set up as Google analytics. There are no ESP integration fees and the onDemand programmes can work alongside any existing email campaigns.

Companies can try it free for a month, and quickly improve ROI. If they choose to proceed after the trial, the simple nature of the set up allows RedEye to keep ongoing costs aggressively low. The cost of implementing one trigger is just £500 per month, with a 50% discount off any additional single trigger

programmes purchased after your first order.

“We’re predicting a lot of take up. Brands are currently doing nothing to retrieve lost online sales. We are providing a way for companies to test the success of using simple automated email for free, potentially generating huge extra revenue. Companies will start to see results in just a few days.”
adds Mark.

*RedEye’s latest report ‘Behavioural Email Benchmark Study’ researched over 200 retail, insurance and gambling websites and email practices. The study includes a look at the complete IMRG Hitwise list of the top 100 online retailers. Key findings highlight behavioural targeting is still in its infancy:

- Only 7% of retail companies use abandoned basket email triggers
- 29% of retailers sent no ‘welcome emails’
- Only 9% of online insurance companies use a ‘quote not buy’ email
- While gambling websites are more sophisticated in their use of email marketing only 30% sent out a specific ‘register not deposit’ email.

For further details visit <http://www.ondemand.RedEye.com/>

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About RedEye

RedEye is the leader in behavioural email. Behavioural email integrates web analytics data with email marketing to send relevant and targeted email campaigns based on a user’s individual online browsing behaviour (eg. basket abandonment email). Sending email campaigns based on site behaviour and personalising from data can drive a 30-40% increase in response and conversion.

RedEye was established in 1997. In 2001 Redeye launched the first behavioural email campaign for William Hill. In 2005 the company bought e-relationship marketing Ltd ‘e-rm’ and began the drive towards integrating email and web analytics in order to increase the return on investment for customers. Capabilities grew and in 2006 a unique behavioural email marketing solution became available. During this time optimum.web Ltd also became part of RedEye, expanding RedEye’s services to website usability. In November 2010, RedEye launched Behavioural Email onDemand, a self service solution enabling online companies run basic behavioural email campaigns.