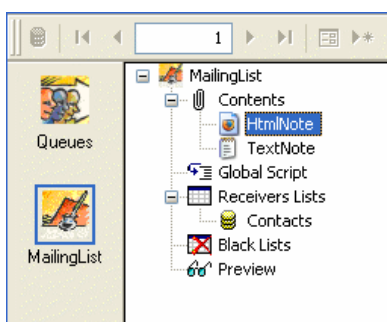# eMill

## *Bring value to your emailing campaigns*

Established in 1951, Energy Intelligence is one of the market leader in provision of data and information for the global energy industry. Twelve publications are delivered throughout the world to thousand of subscribers: executives of national and private oil companies, refiners, investment banks, aviation companies, government departments, software and hardware suppliers, equipment suppliers, etc. More than 100 employees (of which a third are journalists) gather data and information to provide professionals with energy data sources, research services, periodicals and on-line services. Thanks to its publications quality and expertise, the Energy Intelligence Group becomes synonymous of excellence in the global energy industry.

### With an in-house solution, pay once for all your projects

In order to be reactive and close to their customers' needs, Energy Intelligence is placing more and more emphasis on on-line services. In order to improve them, Olivier Merz, International Business Technology Director, wanted to find the best tool to manage e-mail in customer service: «Email is a key success factor in customer relationship management, it allows us to build a one to one relationship with our customers and to be closer to their expectations. In order to meet these objectives, e-mails have to be highly personalized and regularly sent. That is the reason why we decided to move from an hosted solution to an in-house software. Indeed, emailing campaigns delivered by our ASP were not customized enough and sending e-mails weekly was not cost efficient.

We have decided to choose eMill for three main reasons:
1. *The eMill HTML editor is very easy to use* and includes a source and a preview mode. It allows me to write the HTML code using my preferred code editor and import it within eMill.
2. *eMill delivers a large range of content customization features*: VB scripting, database fields merging, setting of conditions to choose which contents have to be activated.
3. *eMill is very flexible as it is compatible with all databases*. Indeed, I can use data from SQL, Excel sheets or Microsoft Access without any limitations.

### Plenty of useful complementary features

I have sped up the development of email marketing thanks to eMill features and its ease of use. Indeed, it provides me with a full set of tools to send regular and personalized emailing campaigns. Moreover, eMill is plenty of complementary features which make projects easy to control and manage:

■ *Mailing lists management*: As eMill gives me the possibility to enable and disable mailing lists in one click, I can manage easily my lists according to the project.

■ *Delivery control*: eliminate duplicates and invalid address, send test messages, etc.

■ *eMail tracking*: graphs, reports and tables on openings and clicks are displayed for each project.

■ *Incoming messages management*: I have set conditions in the incoming queues so that unsubscribers are included in black lists and a new e-mail is sent when we receive automated responses.

### Benefits on brand image and efficiency

I have been using eMill for three months now and I have already launched 15 emailing campaigns which represent more than 100,000 messages. The data provided by eMill allow us to improve our understanding of customers' needs. Indeed, I have a tool to be constantly in touch with them which is the best way to adjust our communication and our offers. Moreover, by sending customized emails regularly, we add to our image of excellence a new dimension: proximity. In terms of efficiency, benefits are very important. We have increased the email volume for each campaign and the response rate has been multiplied by 15. Last but not least, we use the eMill tracking tool to analyze our customer behavior and, thus, improve our campaign efficiency, project after project.

«**THANKS TO EMILL FEATURES AND ITS EASE OF USE, I HAVE SPED UP THE DEVELOPMENT OF EMAIL MARKETING**»

Today, we are using eMill for commercial correspondence and it's already a success. Therefore, we are planning to manage all customer service with eMill and, finally, to use it for sending our 12 publications to thousands of international subscribers.»

To participate in an eMill case study promotion, please contact us at: gregory@activeplus.com

## Active+ Software - Tools That Help

**http://www.activeplus.com**