

**MARKETING
CAN BE HARD
HARVESTING
NEW CUSTOMERS
IS HARDER**



MAKES IT EASIER

THE CHALLENGE

- ⇒ Generate interest in the Academy Awards and drive traffic to the www.awardwinningdvds.com web site for entry into an online contest and to register for future communications.
- ⇒ Achieve the highest possible open rate for the email deployment.
- ⇒ Track and report on click through activity, hard and soft bounces, and time-based analysis.
- ⇒ Manage viral component of the campaign and administer unsubscribe functionality.

Email Campaign for Universal Studios leads Ray to an Oscar win

YIELD-MCC was approached by Universal Canada to deploy, track, and report on an outbound e-newsletter campaign targeting consumers who had opted-in for communications from Universal Canada and Tribute Magazine. The theme of the campaign was the Academy Awards and the Oscars' biggest story in 2005, the movie "Ray". The project required the deployment of four separate e-newsletters in February of 2005 leading up to the Academy Awards ceremony on February 27th.

THE SOLUTION

YIELD worked in collaboration with Universal Canada, Tribute Entertainment Group, Sympatico MSN, and Inside Entertainment to execute the campaign.

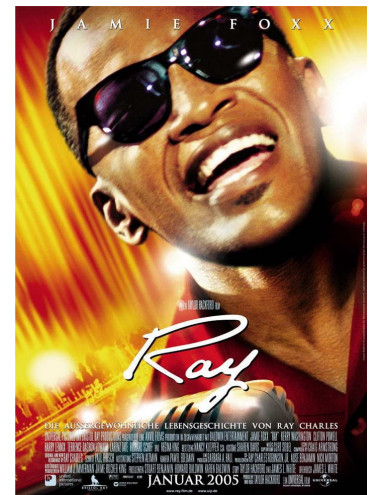
Lists were acquired from Universal Canada affiliates and loaded into the Community Manager application of the Marketing Control Center ("MCC"). This allowed for the seamless deployment of each wave of communication through the platform via the E-Newsletter application.

The e-newsletters provided various links to different areas on the www.awardwinningdvds.com website. This allowed for tracking of click-through rates from the e-newsletter to specific pages on awardwinningdvds.com.

A weekly review and post-campaign analysis proved effective as Universal Canada was able to compare results against pre-determined campaign success metrics turning insights into action plans for successive campaign planning.

Universal Canada is now better able to gauge which lists performed the best, which affiliate lists provided sufficient return on the investment and even which subject lines performed the best over the course of the campaign.

These campaign optimization practices have proved to be a win-win, as Universal and YIELD are currently engaged in another promotion that draws on the efficiencies created by the MCC.



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THE PARTNERS

Universal Studios Canada
Tribute
MSN Sympatico
Inside Entertainment

THE DELIVERABLES

- ⇒ 4 phases of e-mail deployment
- ⇒ Testing and Evaluation of the e-newsletter, links, and back-end functionality.
- ⇒ Reports and tracking delivered via the MCC
- ⇒ Post Campaign Summary and Strategic Review for future promotions.

THE RESULTS

- ⇒ Traffic on the campaign website exceeded client projections and improved from week-to-week throughout the campaign.
- ⇒ Each e-mail deployment increased in open-rate based on MCC tracking data
- ⇒ Click-through rates on certain deployments exceeded 90% - unbelievably high for this mode of communication.
- ⇒ Identified the right mix of affiliate lists, subject lines, and day part timing for future promotions.
- ⇒ Maintained the unsubscribe data for compliance with PIPEDA regulations and use for subsequent communications.

THE APPLICATION

- ⇒ E-Newsletter
- ⇒ Real-Time Tracking
- ⇒ Report Generator
- ⇒ Community Manager

“ The MCC provides a level of insight that is critical for me to effectively manage my Interactive Marketing strategy. ”

Martin Rydlo
Director of Marketing
Universal Canada



“ The reports generated by the MCC have made my job a lot easier and allowed me to focus on results as opposed to compiling data and creating charts and graphs. ”

Colin Grant
Marketing Manager
Universal Canada