

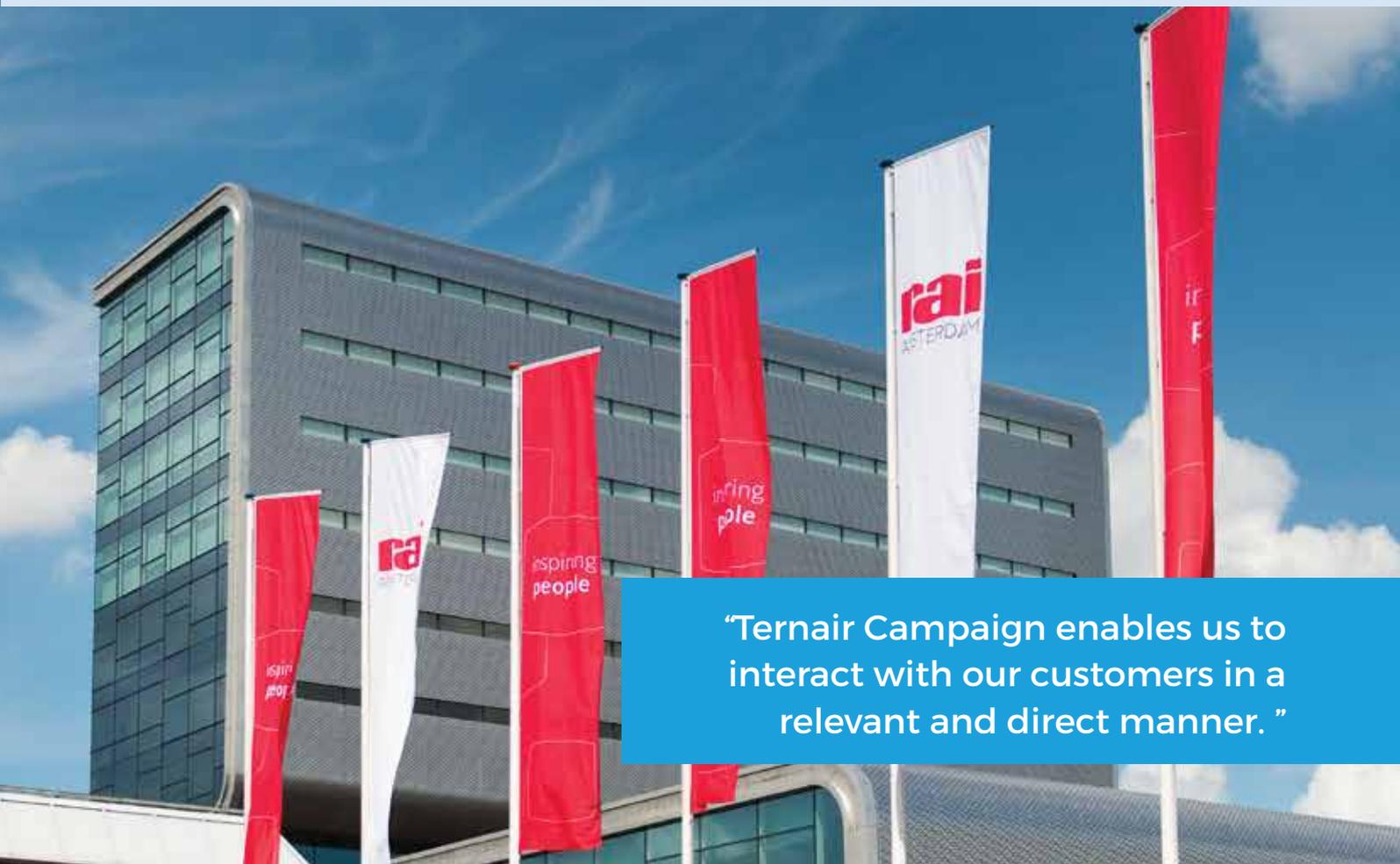


Client case

CROSS CHANNEL CAMPAIGN MANAGEMENT

RAI Amsterdam organises and facilitates congresses, trade fairs and events. As a facilitating party, RAI Amsterdam wishes to create the ideal conditions in which inspiring meetings take place and strong bonds are created. As the organising party, RAI Amsterdam aims to link context, content and communities with inspiring events.

In the run-up to one of its exhibitions, RAI Amsterdam sends invitations out to potential and actual visitors and exhibitors. In order to increase efficiency and target relevant customers at the right moment, RAI Amsterdam was looking for a campaign management solution.

A photograph of a modern, multi-story building with a glass facade and a grey textured exterior. In the foreground, several tall, vertical flags are flying against a clear blue sky with some light clouds. The flags are red and white, with the RAI Amsterdam logo and the slogan "inspiring people" visible on them.

“Ternair Campaign enables us to interact with our customers in a relevant and direct manner.”

Client case

“Due to the combination of the Ternair solutions, our data in regard to our marketing operation is in order.”

Increase efficiency

The entire campaign management process is handled by a small team that needs to be able to work efficiently. Each year, RAI Amsterdam sends out around 1200 mailshots. They always used to be composed entirely in house: from address selection to writing content and distribution.

The efficiency would be increased considerably if instead of having to compile each individual mailshot separately, the entire customer journey to an event could be planned in one go.

Campaign management

So, in 2012, RAI Amsterdam decided to find a tool for campaign management. After a failed attempt with another solution, RAI Amsterdam decided to hire Ternair.

Ternair has been RAI Amsterdam's marketing database supplier since 2006. Moreover, Ternair supplied the content platform for exhibitors in 2011. Given the previous positive experiences, RAI Amsterdam was happy to go with Ternair.

Linking to data sources

In two months' time, Ternair implemented its webbased solution, Ternair Campaign, in which all underlying data sources with customer data are linked and unlocked. They include;

- the marketing database,
- the ERP system,
- the customer pyramid,
- the ticketing system,
- the environments in which the exhibitors offer their content.

Using triggers, visitors and exhibitors can be selected and approached. The selection is performed directly in the source data, so nothing needs to be imported into a separate environment.

Cross channel marketing

With Ternair Campaign, RAI Amsterdam can respond in real time to all sorts of events that occur during and after an exhibition visit. Through email, text messaging and push messages on various websites, relevant target audiences can be approached at the right moment.

These days, the team conducts 300 campaigns a year, through which 65% of exhibition registrations are made.

Testimonial Vanessa Visser, Manager Marketing Services at RAI Amsterdam:

“RAI Amsterdam makes use of Ternair Marketingdatabase, Ternair Interact and Ternair Campaign. Due to the combination of these solutions, our data in regard to our marketing operation is in order. This enables us to interact with our customers in a relevant and direct manner. The Ternair Suite also offers us a variety of possibilities for further optimization of our client interaction, like lead generation and personalisation.”