



Email solution for Baring Asset Management

Objectives

Baring Asset Management (BAM) used to post publications such as fund performance charts and market reviews to its client base. It decided to email this information in future and asked Broadsystem to design an appropriate e-mail management system.

Key needs were to:

- supply timely, relevant content
- track download of Fund Fact sheets, links clicked and forwarded
- reduce postage costs
- cleanse and enhance their database
- increase targeting through more effective analysis of their intermediary database

Solution

We undertook a test campaign where we sent BAM Fund Fact sheets to 1,500 recipients to demonstrate the functionality of KANA Marketing, the campaign management software we use.

Results

- increased speed to market - particularly to foreign countries
- increased quality of data
- reporting functionality means account managers know when a client has been downloading fund performance sheets. This allows for much better targeted sales follow-up calls
- money saving – reduced costs of publication and distribution
- a more convenient communication method – very positive client feedback
- more effective targeting of sales resources

Following the success of the pilot campaign, BAM now delivers the vast majority of its fund information via e-mail in the form of weekly and monthly fact sheets. It has also increased the amount of ad hoc marketing materials it sends out, as issuing it by e-mail has made this kind of promotional activity so much more cost effective.