



SUCCESS STORY

1. ABOUT ARVATO INDIA

A wholly owned subsidiary of Arvato AG and a service arm of Bertelsmann AG, Arvato India services both international and domestic customers. Arvato started its operations in India in 2003, with its presence in the IT hubs at Gurgaon, Mumbai and Bengaluru.

The scope of Arvato India's services is diverse, yet integrated with its three main business units, namely Contact Centre Services, Marketing Services and Supply Chain Management. Arvato has consistently won CMO choice Awards in India for its innovative consumer engagement and loyalty programs combining offline and online in creative ways.

10%

an average open rate of 9-10% for normal campaigns,



3%

a CTR (Click-Through-Rate) for 2-3%,



CHALLENGE:

Arvato India wanted a better way to target and track campaign communications on subscriber emails for its clients. Arvato wanted a platform which is user friendly, easy to use yet power packed in terms of dashboards and enterprise class in terms of security and scalability.

0%

of the a fore mentioned email marked spam.



Arvato has been able to deploy best practices workflow and the power of advanced email campaign infrastructure on the Octane Platform.

5X

growth in Open Rates for behavioural campaigns as compared to normal campaigns





2. HOW OCTANE SOLUTION ADDRESSED THE NEED

Arvato India selected Octane as its trusted email service provider.

- ① Octane's easy-to-use interface helps team Arvato to deliver effective integrated campaigns on email seamlessly for their clients.
- ① The Enhanced Data Security (EDS) helped the Arvato Team to manage email marketing campaigns, data and infrastructure to take measures against unauthorized intrusion or usage.
- ① Latest Campaign Features like Maker-Checker, Behavioural Campaigning and Advanced Scheduling - have proved to be effective for subscriber campaigns for some of the leading brands of India.

“Octane's a very healthy and a well-appreciated product, from an engagement standpoint. This has received steady appreciation by our customers. Additional bonus is the advanced data security and deliverability”

Praveen Rao
Vice President, Arvato India



ABOUT OCTANE

Octane is a marketing technology company that provides an indigenous, state-of-the-art email, SMS & web-marketing platform. It is India's first Do-It-Yourself (DIY) e-mail marketing solution for sending low-cost email campaigns. What we do, is help our clients engage better with their customers. We believe that with the right tools, any marketing campaign or project can get the desired results and be a success. We don't however, believe in customer alienation and therefore are strong believers of best practices like opt-in lists. Our services and technologies help companies interactively communicate with their audiences online, without ever needing to spam them.

To know more about us, visit our website at www.octane.in