



**CASE STUDIES:  
EMAIL FOR CUSTOMER ACQUISITION,  
CUSTOMER RETENTION AND COST SAVINGS**



EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS

## CASE STUDIES

DELTA HOTELS **PERSONALIZED EMAILS INCREASE MEMBERSHIP STAYS**

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# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS



## DELTA HOTELS PERSONALIZED EMAILS INCREASE MEMBERSHIP STAYS

### BACKGROUND

Delta Privilege, with its “You Rule” positioning, sought a way to communicate program news and updates while creating value for the member.

### SOLUTION

- ThinData developed a completely personalized monthly communication (“Exclusive”) that brings special offers to the Delta Privilege member’s inbox.
- “Exclusive” imagery and copy are specific to the membership tier: Delta Privilege Green, Gold, or Platinum.
- The offers featured in each email were provided by partners who wanted to communicate special pricing and opportunities to the targeted base.

### RESULTS

- Participating partners achieved clickthroughs as high as 14%.
- The first issue generated a dramatic 34% open rate and 14% clickthrough.
- Subject line and link strategy further increased open rates by 9%.
- Delta Hotels saw a 13% increase in stays among their Delta Privilege membership.



# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS

Tundra Restaurant welcomes you to TASTE. Can't see images? Add us to your address book or [open this online](#).



**A NOTE FROM TUNDRA'S CHEF...**

**Welcome to Taste - your inside look at fine dining and luxury living.**

Each season, we'll send you gourmet secrets direct from Tundra's world-class kitchen. You'll also receive exclusive invitations to VIP dining events, special announcements and contest news from both Hilton Toronto and Tundra Restaurant.

In this issue, we offer you a Taste of Summer with our delectable feature dish. The At Home Government will delight in our Seafood Grillers Tip and find out [Everything You Ever Wanted to Know About Champagne](#).

Please use our online referral tool to invite your contacts to receive Taste. If they subscribe, you could win dinner for two to Tundra's decadent new Seafood Extravaganza buffet.

Share and Enjoy!



On July 3, 2009, Hilton Toronto will welcome newly appointed Executive Chef Kevin Friedberg. Toronto-born Chef Friedberg has spent the past six years making up the culinary parts in the new City and is the former Executive Chef of the new York Marriott Marquis. Over the years, Kevin has served past Prime Ministers of Canada as well as the Honorable Queen Elizabeth II, and cooked a seven-course dinner for hundreds of guests of international gastro-nomistic society. Chefs are not just restaurateurs, whether you are a beginner or a seasoned gourmet, as a Taste subscriber you can discover Chef Friedberg's trade secrets by emailing your culinary queries to [askthechef@hilton.com](mailto:askthechef@hilton.com)

**TASTE OF SUMMER**

**FEATURE DISH**

**Steamed Grouper on Black Rice with Lemongrass Emulsion and Yukari Powder** \$27

**PAIR THIS WITH...**

**Rodney Strong Chardonnay** pairs perfectly with our Feature Dish. Made in California's Sonoma County.

**FOR TASTE SUBSCRIBERS ONLY**

Visit Tundra on a Friday to enjoy our weekly Seafood Extravaganza buffet.

Your **exclusive Seafood Extravaganza package** includes a glass of wine, salad, soup, and dessert for \$38 per person when you make your reservation online.

Include a Lobster Thermidor served with a creamy béchamel sauce, topped with Parmesan cheese and broiled in a broiler (\$20).

**GOURMET AT HOME**

**Everything You Ever Wanted to Know about Champagne**

Few wines capture the imagination -- or the palate -- quite like champagne. Here are some quick facts every champagne lover should know:

- True champagne comes only from the region of Champagne in France
- The most common grapes used are chardonnay, pinot meunier and pinot noir
- The styles of champagne vary from light to medium to full body
- Blanc de Blancs champagnes are made from 100% Chardonnay grapes
- Rose champagnes are considered the "crème de la crème"
- The smallest bottle of champagne is about 1.5 glasses and the biggest is about 100 glasses or the equivalent of 20 bottles (it's called a Nebuchadnezzar)

**LUNCH BY THE POOL**

Hilton Toronto's poolside patio and bar is now open. Enjoy "Lunch by the Pool" -- sandwiches or salad with soft drink for \$6.99 -- weekdays from 12 to 2 p.m.

(No charge to Hilton Guests. 20% for non-guests. Includes lunch and towel)

"Cool Down Hour" features an ice cream bar and soft drink special for \$3.99 (weekend afternoons, from 5 to 7 p.m.).

Chill out to the sounds of the best DJ's in Toronto every Thursday, from 5:00 p.m. to 10:00 p.m., at the Pool Terrace.

Saturdays and Sundays, our poolside barbecue is available from noon to 7 p.m.

**YOUR TABLE IS WAITING**

Tundra's elegant dining environment creates the perfect atmosphere for business lunches, client meetings, and special occasions.

Taste subscribers receive a complimentary dessert when they reserve online.

**RESERVE ONLINE**

**TUNDRA SUMMER MENU FEATURES**

**Braised Bison Short Ribs Hot Bin**  
Steamed bok choy with daikon and lotus root. \$29

**Roast Cornish Hen**  
In spicy red curry, grapes, lime leaf and basil. \$22

**Roast Lamb Rack**  
Herb crust blue potato galette, spring vegetables, lemon thyme jus. \$36

**SEE FULL MENU ONLINE**

**DINING & ENTERTAINMENT HIGHLIGHTS**

**Grilling Time**  
Chef Robert Rilly imparts his culinary wisdom to Canada AM viewers with a seafood grilling demonstration.

**Water Matching for Fine Dining**  
Water Matching multiple course meals is a new trend in fine dining.

**Michael Smith Stirs up Hilton Chefs**  
Celebrity Chef Michael Smith, Food Network Canada's Chef at Large and Chef at Home, led Hilton chefs on the ultimate grocery shopping expedition at Toronto's St. Lawrence Market.

**Tundra, What's in a Restaurant Name?**  
TUNDRA -- It conjures up endless horizons, powerful majesty, and something quintessentially Canadian.

**LORD OF THE RINGS MENU - ONLY AT TUNDRA**

Until September 8 Tundra offers *Madness* inspired diners The Lord of the Rings dinner menu beginning at \$59 each evening.

Diners may choose from one of three *Lord of the Rings* inspired entrees.

\$35 per person, excluding alcohol, taxes and gratuities.

Ask about Hilton Toronto's *Lord of the Rings* dinner.

Includes Hilton guest meal, breakfast for two, starting at \$162.

Call 416-869-3456 or view details online.

**KNOW SOMEONE WHO SHARES YOUR TASTE FOR THE FINEST THINGS IN LIFE?**

Invite your friends to experience Taste.

If they subscribe, you'll be entered to win a randomly drawn for a dinner for two enjoy Tundra's decadent new Seafood Extravaganza buffet.

**INVITE SOMEONE NOW**

PRIVACY TUNDRA HILTON TORONTO

You are receiving this email because you subscribed. If you wish to unsubscribe, please [click here](#).

145 Richmond St. W. (Hilton Toronto)  
Toronto, ON M5R 2L2  
Tel: (416) 869-8000  
Fax: (416) 869-9514  
Email: [tundra@hilton.com](mailto:tundra@hilton.com)

**Hours of Operation:**  
Breakfast: Daily 6:30 a.m.-11:30 a.m.  
Lunch: Mon-Fri 11:30 a.m.-2 p.m.  
Dinner: Daily 5:30 p.m.-10 p.m.

## HILTON | TUNDRA RESTAURANT TASTE NEWSLETTER

### BACKGROUND

› Hilton Toronto wanted to promote its fine dining restaurant to local gourmets and business people.

### SOLUTION

› Prior to launch, with no email database to start with, we created an exclusive contest opportunity to eServus and Mirvish subscribers.

› Contest entry required completion of profiling form allowing Tundra to segment database by interest and customer type.

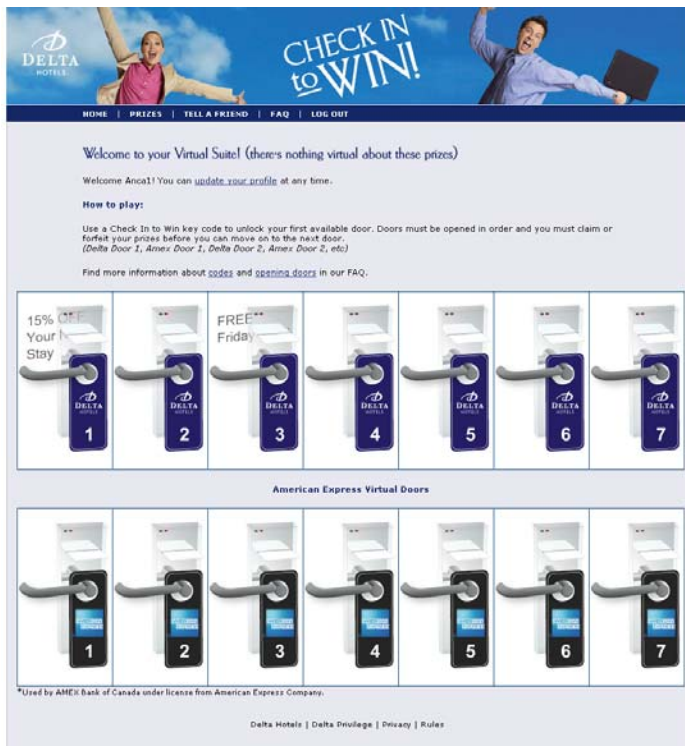
### RESULTS

› Generated 5279 contest entrants, 98% of whom opted-in to receive Tundra's newsletter.

› ThinData developed architecture, design, and manages quarterly deployments of "Taste".



# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS



## DELTA HOTELS

### CHECK IN TO WIN CONTEST

#### BACKGROUND

- › Delta Hotels sought to increase stays from Canadian business travelers.

#### SOLUTION

- › ThinData developed the strategy behind Delta's largest ever Acquisition and Loyalty promotion, integrating online and email components with a random prize engine.
- › Co-sponsor American Express supported development costs.

#### RESULTS

- › 46,000+ guests entered, exceeding Delta's expectations
- › 67,000 individual prizes awarded
- › 6,020 new Delta Privilege members acquired
- › 40% of entrants opted-in to Delta's eCommunication programs
- › 7.3% referral rate



**7 questions. 500 AeroPLAN Miles.**  
Take a simple seven-question survey from Mercedes-Benz and AeroPLAN and earn 500 Bonus AeroPLAN Miles

Dear <GreetName>,

As one of our valued AeroPLAN members, you have been selected to participate in a short online survey. [Just answer seven simple questions](#)—and you'll earn 500 Bonus AeroPLAN® Miles.

**Limited time offer!**  
Thousands of AeroPLAN Miles!

**Earn 1 AeroPLAN Mile for every \$1 you spend** on your purchase of a 2007 E-Class between September 21 and December 21, 2006. Choose from the all-new E320 BLUETEC diesel, the next-generation E350 4MATIC™ or E550 4MATIC™.

With over 2,000 design upgrades, exciting new engines, our 7G-TRONIC automatic transmission, 4MATIC™ permanent all-wheel drive, plus technological innovations like PRE-SAFE and DIRECT CONTROL, **the next generation 2007 Mercedes-Benz E-Class is engineered like no other.**

[Take the survey now](#) and you'll earn 500 AeroPLAN Miles. Then, visit your nearest Mercedes-Benz dealer and you could drive away with thousands of miles.

AeroPLAN

update profile   faq/assistance   terms & conditions   contact us   unsubscribe   privacy policy

## AEROPLAN EMAIL QUALIFIES CUSTOMERS AND IN-STORE VISITS

### BACKGROUND

- › AeroPLAN wanted to form a targeting strategy with the objective of qualifying AeroPLAN members for the purchase or lease of a new Mercedes-Benz E-Class vehicle.

### SOLUTION

- › ThinData conducted stringent subject-line testing to maximize open rates.
- › AeroPLAN members were led to a Mercedes-Benz E-class test drive certificate.
- › Predictive modeling was used to identify those AeroPLAN members who were likely to purchase a Mercedes-Benz E-Class vehicle.
- › These prospects received an email invitation to take an online survey in exchange for AeroPLAN Miles.

### RESULTS

- › The new subject line drove the high overall open rate of nearly 50%.
- › 85% of members completed the survey.
- › Achieved 75% clickthrough rate.
- › 55% of qualified buyers printed test drive certificates.



# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS



## AIR CANADA EMAIL NEWSLETTER INCREASES CUSTOMER ACTIVITY AND ACHIEVES COST SAVINGS

### BACKGROUND

- › Air Canada wanted to redesign their webSaver® newsletter to increase performance.
- › Air Canada also wanted to reduce the amount of time spent preparing and deploying emails.

### SOLUTION

- › ThinData developed an email preference center.
- › “Customer choice tools” were embedded into webSaver®.
- › ThinData designed a database to make sense of the thousands of combinations when a subscriber chooses their preferences.
- › Product offerings were targeted based on each subscriber allowing them to control their user experience.

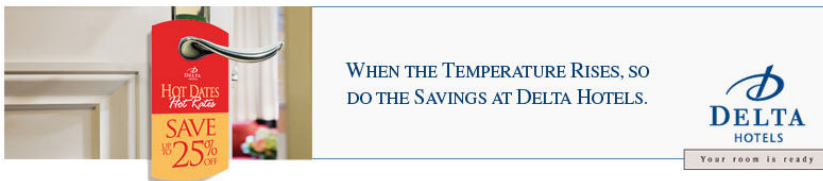
### RESULTS

- › Unsubscribes dropped by more than 60%– three times the original goal of 20%.
- › Reduced time to create emails by 50%.
- › Streamlined responsibilities for creating emails without additional hires.
- › Increased client activity– total clickthroughs during a typical retail low point increased by 21% (double the original target).





# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS



WHEN THE TEMPERATURE RISES, SO DO THE SAVINGS AT DELTA HOTELS.



Your room is ready

Use our Hot Dates/Hot Rates calendar to plan your vacation around our best savings.

Full payment for all nights is due at check-in for these special web saver rates and is non-refundable for early departures. Prior to check-in, the standard cancellation policy for the hotel booked will apply.

Province: Québec

Hotel: Trois-Rivières - Delta Trois-Rivières Hotel and Confer

Arrival Date: 12/07/2006

Nights: 4

Departure Date: 16/07/2006

Calculate Savings >>

**Your Potential Savings**

12	13	14	15	16
----	----	----	----	----

ARRIVE DEPART

You selected 4 night(s) at 25% OFF.

Continue >>

Delta Trois-Rivières Hotel and Conference Centre - Trois-Rivières, Québec (click on the hotel name for more information)

### How to Calculate Your Summer Savings

1. Select your destination and dates
2. Click Calculate Savings for the best rates on your dates
3. Consider arriving on a RED Date and get the best possible savings on your whole vacation!

#### YELLOW DAYS

5%	1 & 2 Nights
10%	3 Nights
15%	4+ Nights

#### ORANGE DAYS

10%	1 & 2 Nights
15%	3 Nights
20%	4+ Nights

#### RED DAYS

15%	1 & 2 Nights
20%	3 Nights
25%	4+ Nights

#### WHITE DAYS

PROMOTIONAL RATE NOT AVAILABLE

July 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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[Internet Privacy Policy](#)

## DELTA HOTELS

### HOT RATES | DATES PROMOTION

#### BACKGROUND

- Delta Hotels sought to sell out summer inventory across Canada by encouraging summer travelers to stay on higher inventory days.

#### SOLUTION

- Worked with Delta's marketing team to develop the Hot Rates | Hot Dates module which illustrated highest savings days.
- Traveler was encouraged to move their arrival date back or forward to get better rates (usually Sundays or Weekdays).
- Sophisticated administrative back-end allowed Delta property managers to apply discounts to individual dates.

#### RESULTS

- Campaign was launched in May 2006 and has been so successful that it continues to this day.





# EMAIL FOR ACQUISITION, RETENTION AND COST SAVINGS



**REGISTER FOR THE ACCEPTANCE REPORT AND YOUR CHANCE TO WIN AN IPOD!**

The Acceptance Report is a complimentary service of MasterCard Canada, created exclusively for our merchants. This quarterly report offers critical insights and updates to the payment system you rely on.

Help us serve you better by completing the registration form below before March 17th, 2006... and we'll reward you with an entry into our iPod Nano giveaway!

[See Rules for details.](#)

**MANDATORY FIELDS**

Salutation:

First Name:

Last Name:

Work Email Address:

Password:

Retype Password:

Company Name:

Your Title:

**OPTIONAL FIELDS**

What type of information would you like to receive from MasterCard? Select all that apply.

Pay Pass       Quick Payment Service Program

Chip       MasterCard Sponsorships

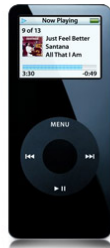
PrePaid       Industry Events

Unembossed Cards

Other (please specify)

Yes! I want to receive The Acceptance Report and receive future updates from MasterCard Canada

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**ABOUT YOUR EMAIL ADDRESS**  
Please register using your work email address. It is important that we are able to communicate time-sensitive news to you during working hours.

**WHY ARE WE ASKING YOU TO CREATE A PASSWORD?**  
In the future, you will use your password to access exclusive materials and tools on the MasterCard Acceptance website.

**MasterCard Canada Merchant Resources**

**Get Updated on the Latest MasterCard Information**

To sign up to receive regular information on MasterCard products, services, promotions and much more! Please fill in the fields and select the check box below.

Salutation: \*

First Name: \*

Last Name: \*

Email Address: \*

Company Name: \*

Your Title: \*

Email Language Preference:  English  French

\* Required fields

What type of Business are you in?

Other (please specify)

Yes! I want to receive updates from MasterCard Canada in the future.

If you would like to learn more about MasterCard please visit [www.mastercard.ca/merchant](http://www.mastercard.ca/merchant)

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## MASTERCARD PREFERENCE CENTER BUILDS LIST OF NEW EMAIL SUBSCRIBERS

### BACKGROUND

- › MasterCard wanted more direct access to their target group: Merchant "Acquirers" (Moneris, Chase, Paymentech, First Data etc.) who sell debit machines and other credit acceptance systems to merchants.
- › MasterCard did not have a regular communication platform or any email addresses.

### SOLUTION

- › ThinData created a secure online subscriber preference center to which Acquirers were driven.
- › Contest entry form was attached to subscriber preference center.
- › Email addresses were collected from existing and prospective customers.
- › Offline Acquirers were reached through a direct marketing piece offering an iPod giveaway.

### RESULTS

- › Converted 10% of the original direct marketing database into new email subscribers.