



# Technology consultancy service specializing in **Communications**

[www.icicle.com.hk](http://www.icicle.com.hk)

## Comprehensive eDM Service

Icicle Solutions offers a highly sophisticated end-to-end comprehensive electronic direct mailing (eDM) service, as part of its online marketing service portfolio. The service is exceptionally well considered, effective and amongst the best tools available in the market.

### I. Contact Management

Customer contacts are considered one of the most valuable assets of any company. Retailers and corporates now collect customer data as part of their marketing function but often have little idea on how the data will actually be stored, maintained, updated and used.

Icicle Solutions has extensive knowledge and experience in setting up contact management systems to meet marketing objectives. We have off-the-shelf solutions available with customization possibility or we can build the system entirely according to your needs. We handle the entire process from system architecture to data input. With one contact point, you can expect your CRM system to be built to your requirements and fully integrated into your marketing function.

<b>Deliverables:</b>
Email List Preparation & Management
System development for web based CRM tool

“ Icicle Solutions are experts in the field. We provide consultancy as well as execution services. We can work closely with your in house I.T. team to upgrade your systems and capabilities, introduce new technologies and share case studies or you can outsource the entire eDM execution to us. For further information, please contact your Icicle representative. ”

*Discussion*

**Q: Should I buy data from data suppliers?**

**A:** Some eDM companies also sell contact database. While it is very attractive to tap into a large database without having to build one's own, you have to be sure that the company is providing you with a legitimate list of contacts who have consented to receive such marketing emails. Using address harvesting software is illegal in Hong Kong. The company which outsources electronic marketing to a third party should check with the agent that the address lists are not, or would not be prepared through the use of such softwares and addresses were obtained from a known origin. Otherwise, you will be liable for the legal consequences.

Further to that point, it is difficult to gauge the quality and the profiling of the database that you buy from outside parties. It might include duplicates, invalids and irrelevant email addresses.

Finally, dealing with a party that sells data can sometimes be unsettling if you also have your own database to protect. You have to ensure that your own database will not be 'sold' in the future by the service provider to other parties.

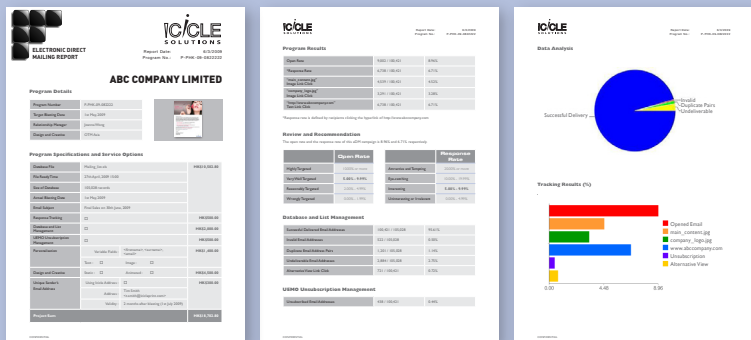
**For reasons above, Icicle Solutions has consciously decided NOT to engage in contact data selling business. Our clients can be 100% certain that Icicle is not incentivized to obtain data through unethical or illegal means. We would be happy though to introduce our clients to other database owners (such as credit card companies, clubs, retailers and brand loyalty programs) to run joint promotional and marketing programs.**

## 2. eDM set-up, blasting and design

Icicle's eDM service makes the best use of your contact database to generate higher response rates and better effectiveness of your marketing programs. Here are some of the unique features that are not available through an in-house eDM system or from other service providers:

Set up		
Full compliance with UEMO (Unsolicited Electronic Messages Ordinance)	Full Personalization from name to contents and linkages to PURL	Multiple and inter-dependable campaigns
Icicle will advise you on the set up of the email to ensure that your eDM complies fully with UEMO. All eDM managed by Icicle will be sent with a web-based unsubscribe mechanism to manage the unsubscribe process which can then feed directly into your contact database.	Personalisation of eDM is one of the most cost effective and surefire way to increase response rates and lower the cost per response of any eDM programs. Icicle offers personalization not only on the level of the name of recipients, but also with contents, images and even linkages to personalized URL, also known as PURL.	Static e-DMs are becoming less attractive relative to those with interactive and cross media features, thus sophisticated marketers are coming up with innovative campaigns that engage rather than inform the customers; e.g. an email invite to a product launch goes out to all customers; the interested customer can RSVP online and register for a friend who is not already on the database. The new information is automatically fed to the master database. For the responded customer, the system automatically sends out reminders and related product information or special offers.

Blasting	
Reduce SPAM Rate	Traceable emails with response reports
Icicle will advise you on the email design and copy to reduce the chance of the eDM being classified as SPAM in the recipient's email system. SPAM rate is also greatly reduced by our proprietary email blasting programme.	Traceable report can be generated to track every single reaction of each recipient. This traceable report can help update database to enhance customer behavior analysis and identify cross-selling opportunities. Below is a sample of a basic eDM response report, more information can be included to tailor to the client's needs.



Design
eDM design service
We bring creativity and technology together. Our eDM Design service encompasses all the creativity that you would expect to produce static and animated eDM that are aimed to capture the attention of your customers. On top of that, our digital studio is experienced in running personalized eDM that integrates smoothly with the back end engine for personalization.

## Icicle Solutions Limited

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