

CASE STUDY

FTI GROUP

RELIABLE SERVICE, PERSONALISED CONSULTING, IMPLEMENTATION IN RECORD TIME

THE FTI GROUP IS SWITCHING TO INXMAIL PROFESSIONAL

The FTI Group, with its ten brands in the field of tourism, travel and leisure, is the fourth-largest travel provider in the German-speaking countries. The Group includes a one-stop travel shop, sonnenklar.TV, the

last-minute travel agency 5vorFlug and FTI Touristik, each of which send out various email campaigns. Together with DynaCampaign from Dymatrix, Inxmail Professional ensures a spot-on customer approach.



SUCCESSFUL COOPERATION

DYNACAMPAIGN AND INXMAIL PROFESSIONAL ENSURE SPOT-ON COMMUNICATION



REQUIREMENTS AND IMPLEMENTATION

Email marketing plays a central role in the FTI Group's multi-channel marketing concept. In order to make optimum use of this important channel, the company relies on the connection between DynaCampaign and Inxmail Professional. Both systems are characterised by stable, reliable software and comprehensive customer service. The rapid and smooth transition from the previous email marketing provider was most important for the FTI Group. This represented a challenge even for experienced Inxmail employees, as the timeframe included the implementation of three different brand presentations, each with approximately ten different types of mailings and appropriate newsletter templates, within just 12 weeks.

The many years' experience gained by Inxmail and Dymatrix on joint projects made it possible to meet the timeframe. In addition, the award-winning Inxmail customer service made its presence felt: Several customer care representatives were systematically deployed, guaranteeing communication at all times and ensuring that all requirements could be included in the project as early as possible.



CAMPAIGNS

AUTOMATION IS ABSOLUTELY ESSENTIAL

It is already a reality at sonnenklar.TV, and in the planning stages for the other brands in the FTI Group:

All mailing content – whether text, images or products – comes from external sources. Booking systems, websites or CMS databases make information available. It is then automatically put together in a mailing and sent.

Data reaches the Inxmail Professional email marketing system via various interfaces, which have been individually adapted in line with the FTI Group's requirements. Here, the data, together with the target recipient group from DynaCampaign, is compiled into a finished newsletter.





BEST PRACTICE

'OFFER OF THE DAY' NEWSLETTER

The 'Offer of the day' newsletter from sonnenklar.TV receives its content through an interface to the booking system. Different offers are presented every day and automatically placed in the associated newsletter. Recipients are updated on each dispatch. Noemi Schatz, Email Marketing Manager at sonnenklar.TV, receives a test email at 10:30 in the morning that allows her to check the scheduled newsletter. If there is nothing she wants to change, the newsletter is sent to customers at 4 pm. Otherwise, Mrs Schatz can stop dispatch in Inxmail Professional and make the relevant changes. In these cases, the newsletter will still be sent at the same time in the afternoon.

- ✓ Countdown timer
- ✓ Offer of the day
- ✓ Top offers

sonnenklar.TV
viel. mehr. urlaub.

Nur noch gültig:
07:14 Uhr

Angebot des Tages:
Donnerstag, 11. Februar

AdT

Italien Kalabrien
★★★★
I ABRANDA Rocca Nettuno
Tropen
8-tägige Flugreise DZ
Gartensolte / AI Plus
Reisetermin: April - Oktober 2016
Beim Anbieter sonnenklar.TV enthaltene Leistungen:
✓ Upgrade auf AI Plus i.W.v. ca. € 154,- pro DZ/Woche

ab € 599 p.P.* [ZUM ANGEBOT](#)

* Dieses Angebot ist ab sofort und nur bis zum 11.02.2016, 23:59 Uhr gültig (Angebot vorbehaltlich Verfügbarkeit).

Nur noch gültig:
31:14 Uhr

Angebot des Tages:
Freitag, 12. Februar

AdT

Deutschland Niedersachsen

Center Parks Park
Nordseeküste
3 Nächte Appartement / OF
Reisetermin: Februar - Juni 2016

Beim Anbieter sonnenklar.TV enthaltene Leistungen:
✓ Sparen Sie bis zu € 81,- pro App. ggü. dem offiziellen Hotelpreis
✓ Inkl. Nutzung der Sauna i.W.v. € 30,- pro App./Tag

ab € 69 p.P.* [ZUM ANGEBOT](#)

* Dieses Angebot ist ab sofort und nur bis zum 12.02.2016, 23:59 Uhr gültig (Angebot vorbehaltlich Verfügbarkeit).

Unsere Top-Angebote **TOP 3 ANGEBOTE**

 Kuba Westen Grünes Kuba & Arenas Doradas 16-tägige Flugreise DZ / HP/HP Reisetermin: Mai - September 2016 ab € 1599 p.P. JETZT BUCHEN	 Malta Marfa ★★★★ LABRANDA Riviera Resort & Spa 8-tägige Flugreise DZ Landsolte / AI Reisetermin: Mai - Oktober 2016 ab € 499 p.P. JETZT BUCHEN	 Spanien Teneriffa ★★★★ Puerto Palace 9-täg. Flugreise DZ / HP/HP Reisetermin: Mai - Oktober 2016 ab € 440 p.P. JETZT BUCHEN
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Psst...weetersagen!
[WEITEREMPFEHLEN](#) **Bis zu € 50,- Reisebonus**

Beratung & Buchung
täglich von 08:00 - 23:00 Uhr
ggf. Abweichungen an Feiertagen
089 - 710 454 708

TUV SEHR GUT
SEHR GUT
Preis/Leistung
Sehr gut in Preis/Leistung

TUV SEHR GUT
SEHR GUT
Service tested
Sehr gut im Service

GRÜNEZERTIFIZIERT
Von unseren Kunden ausgezeichnet

sonnenklar (Euvita Travel GmbH), Landsbergerstr. 88, 80539 München, Geschäftsführung: Andreas Lambeck, Andreas Eickelkamp, Sitz: München, Registergericht AG München, HRB 186174 FA München, 98.11r, 143/135/20034, Ust-IDNR: DE 207254551

Sternklassifizierung der Unterbringung nach Landeskategorie (für Nilkreuzfahrtschiffe gemäß Ägyptischem Tourismusministerium), Kreuzfahrtschiffsklassifizierung auf Basis der Veranstalterkategorieisierung. Es gelten die Allgemeinen Geschäftsbedingungen des Reiseveranstalters.

Bitte beachten Sie, dass wir Angebote tagsaktuell auswählen und sich kurzfristig Preisänderungen ergeben können

Kontakt | AGB | Datenschutz | Abmeldung

“The timeframe for switching from our previous provider to Inxmail was tight, at just 12 weeks. It was all the more gratifying that almost all the items on the to-do list could be ticked off in good time, thanks to the many years’ experience of the whole Inxmail team. Special mention must be made of the good customer service, personalised consulting and flexibility with last-minute changes.”

NOEMI SCHATZ EMAIL MARKETING MANAGER,
SONNENKLAR.TV



BENEFITS AT A GLANCE



All email campaigns were taken over and activated as far as possible during the tight timeframe.



Other campaigns, such as the reactivation of travel booking dropouts, are scheduled.



Inxmail enables smooth transfer of data via interfaces to third-party systems: Mailings are put together and sent out automatically in Inxmail Professional. Content and recipients come from external sources such as booking systems and CMS.



Recipient data is managed centrally in DynaCampaign. Obtained KPIs are backed up to the campaign management system from Inxmail Professional. They can be prepared and used for other marketing channels from there.



The FTI Group benefits from Inxmail's award-winning customer service: short response times, designated contact persons and expert consulting.

EMAIL MARKETING

with Inxmail

Inxmail provides high-performance software and customised services for your email marketing. Regardless of whether you're interested in impressive email campaigns, professional transactional mailings for shops or efficient ad management for newsletters, the solutions provided by Inxmail allow you to automate your processes and create added value for your company and your target group.

More than 2,000 companies worldwide already use email marketing solutions from Inxmail. Our expertise is based on more than 17 years' experience in the industry and a strong network of partners in the marketing and software sector. This is how we enable our customers to integrate email marketing into their marketing strategy so that they can enjoy profitable success.

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