



ZOOMIO

An international software company headquartered in Copenhagen, Denmark. The company also has offices in Germany, Holland, USA, UK, Sweden and Russia.

Summary

ZOOMIO has developed the award-winning platform ZOOMIO Campaigner for e-marketing. The platform enables customers to automate marketing campaigns and combine communication channels such as telemarketing, email, SMS, landing pages and direct mail. ZOOMIO Campaigner makes it possible to communicate with greater targeting and segmentation, allowing companies to optimize the impact of their marketing and communications strategies.



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Lene Renault, Chief of Consulting and Analytics, ZOOMIO

TIBCO Spotfire® Enables ZOOMIO Customers to Maximize E-Marketing Effectiveness with True, Closed Loop Metrics

Visual Analytics Partnership Sets Danish Company Apart in European E-marketing Industry

ZOOMIO is a leading provider of e-marketing services in Denmark and is an emerging company on the direct marketing world stage. The biggest challenge in direct marketing today, particularly in email marketing, is closing the loop to measure the success of a campaign and determining its ROI. More to the point, how do you determine what's working and what's not? Is the subject line compelling enough to get a prospect to open the email? Is the offer appealing enough to click on a link once the email's been opened? Was it sent on the optimal day of the week? Are you targeting the right message to the right audience?

Answers to these questions have been traditionally difficult to determine because static reports and presentations aren't equipped to deal with the amount of information involved. As email marketing grows in popularity, sales and marketing professionals are swamped in data, but lack an effective way to analyze it.

Thanks to its partnership with TIBCO Spotfire, ZOOMIO is able to offer

more than 800 customers an easy way to determine the insights needed to execute effective e-marketing campaigns. Prior to discovering Spotfire® enterprise analytics, the company was using another analytics tool, but it couldn't be integrated with ZOOMIO Campaigner and in general it didn't meet the expectations of ZOOMIO Chief of Consulting and Analytics Lene Renault or the company's CEO.

“We were excited to discover Spotfire and its contemporary, visual approach to analytics which has enabled us to provide a turnkey e-marketing service to our customers,” says Renault. “The software's open architecture enabled us to integrate it easily with ZOOMIO Campaigner and we see tremendous potential for future development.” Once integrated, ZOOMIO found it easy to modify the Spotfire interface and views. Subsequent training – via webcasts – and deployment happened soon thereafter.

Known as ZOOMIO Analytics and offered as a value-add to ZOOMIO Campaigner, Spotfire software

provides ZOOMIO's customers with a visual approach to analyzing the results of email marketing campaigns – against a customer's other campaigns as well as against the campaign results of other companies within the same industry. Visual filtering and dynamic data queries allow users to ask and answer questions on-the-fly. Trend line and average line features enable users to quickly visualize above and below average performance and trending.

The easy-to-use visualization tool enables ZOOMIO customers to look at e-marketing campaign statistics such as email open rates and click through rates across campaigns, as well drill down with the click of a mouse to look deeper into anomalies and trends alike.

ZOOMIO Analytics is presented as a tabbed graphical interface. The home base is called "Benchmark Cockpit," where ZOOMIO customers manage campaign performance. Here's where they look at performance over time, quickly select a set of campaigns or timeframe for more in-depth analysis or perform industry benchmarking to see how their results compare to others in the same market segment. In addition, customers can filter by user to look at the campaign results on a user-by-user basis to gauge individual performance.

In the "Influence on Open Rate" tab, ZOOMIO customers assess what factors are generating the greatest conversion rates, e.g., what subject line is yielding the best open rate, what offer is producing the highest click through percentages, and what segment of the audience is responding best to a given message. In addition, the Spotfire software enables users to look at open rate over time, to determine a correlation between the open rate and how long a

prospect has been in the database.

In the "Prospect Development" tab, users are able to graphically view the number of prospects who have been added to campaigns – by month, by list or any number of filters. Finally, in the "Weekday Statistics" tab, ZOOMIO users can view the average open rate and response rate for a given campaign or for multiple campaigns, based on day of the week (marketing tip: in ZOOMIO's experience, Wednesday yields the best results).

ZOOMIO just recently launched the Spotfire solution to its customer base. After seeing the power of its insights, more than 20 customers quickly purchased the service, and the company expects many more to sign up in the coming months. "Spotfire analytics enable us to provide added value to our customers, in turn allowing them to make fast, strategic, data-driven decisions and more effectively utilize their marketing resources for the greatest impact," comments Renault.

Future versions of ZOOMIO's Spotfire enterprise analytics implementation will enable the analysis of split testing results, the inclusion of custom fields chosen by their customers, and the ability to gauge email campaign success based on list performance for better segmentation.

For more information about ZOOMIO visit www.zoomio.com.

To purchase or become a Spotfire partner please visit spotfire.tibco.com.

"Spotfire has given us quite a competitive edge. With it, we can now provide the unique capability of benchmarking e-marketing campaigns against each other and others in the same industry in a visual way. No other European company is providing a truly closed loop e-marketing solution to their customers," concluded Renault.



TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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