

Universal Drugstore – Email Marketing

rhc increased sales for Canada's largest and most trusted online prescription referral service by 32%, thanks to intelligent, customer-focused email marketing campaigns.

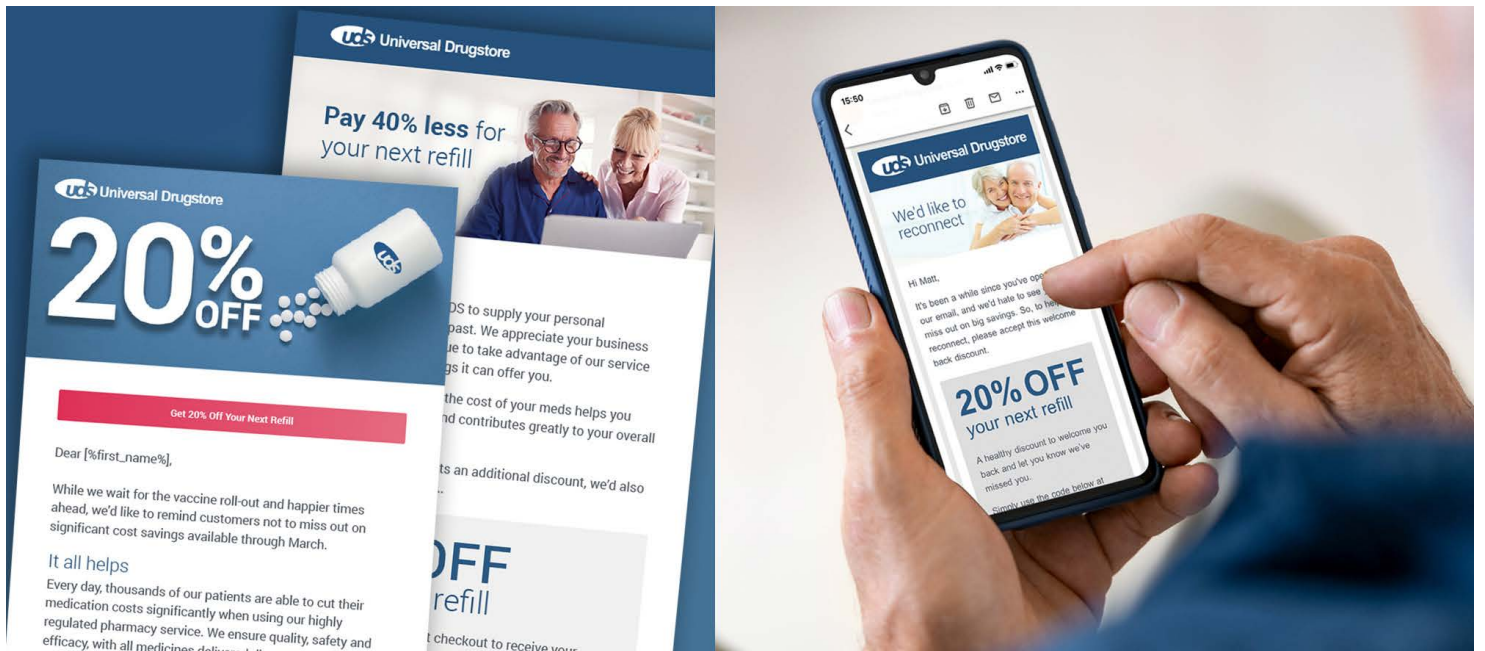
Detailed segmentation of customer data enabled rhc to create personalised promotional offers to 'win back' customers that failed to reorder. This successfully triggered re-engagement and re-ordering of their online prescriptions.

Our tailored approach to campaign management, which included bespoke copywriting and HTML email template creation, generated an extra \$1.9 million in revenue in the first year alone.

Client feedback

We are pleased with the growth we have seen since rhc started working on our email communication strategy. We like their innovative thinking and how they never rely on assumptions. Always testing and refining the process.

Jeff Uhl. co-owner, universaldrugstore.com



Holiday Inn - Email Marketing Campaign

rhc's custom e-mail system put Holiday Inn in complete control of their e-mail marketing campaigns, allowing hotel managers to create and send their own branded HTML e-mails, ranging from monthly newsletters to special event promotions. The simple reporting tool enabled users to track all aspects of the campaign, identifying who opened the e-mail and the number of click throughs.

Client feedback

We are really pleased with how the email tool works. It is easy to use and enables our hotels to create and send their own branded emails as and when they like.

**Kate Hampson, Marketing Manager UK&I,
InterContinental Hotels Group**



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challenges across all media for 28 years.

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