

Ready, set, go:

How KPN accelerates with interactive email

KPN Digital Marketing & Yourzine
March/April 2019



KPN have managed to significantly improve engagement and drive sales through an kinetic interactive scroll email which was focussed on the start of the Formula 1 season.

Background

- KPN is the biggest telecommunications company of The Netherlands.
- One of the products KPN offers is Interactive Television.
- A couple days before the start of the new Formula 1 season KPN was aiming to drive traffic and ultimately orders of the pay television channel Ziggo Sport (official broadcaster Formula 1 in The Netherlands)

Main objectives

Together with strategic CRM partner Yourzine (an Adeptiv agency)
an email was developed to accelerate on:

1. Awareness

Make recipients aware of
the start of the Formula 1

2. Drive traffic

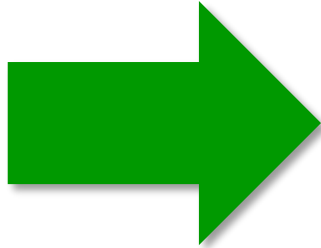
to dedicated Formula 1
pages on KPN.com

3. Orders

of the Ziggo Sports
channel based on a
monthly fee

Approach

Broadcast an e-mail that informs KPN Customers about the start of the Formula 1 season with all kinds of fun facts and the possibility to order the Ziggo Sports channel and is supported through all possible clients



1A

Kinetic interactiv scroll (multiple subject lines)

1B

Regular newsletter template (multiple subject lines)

2

Roll out winning version based on subject line and design

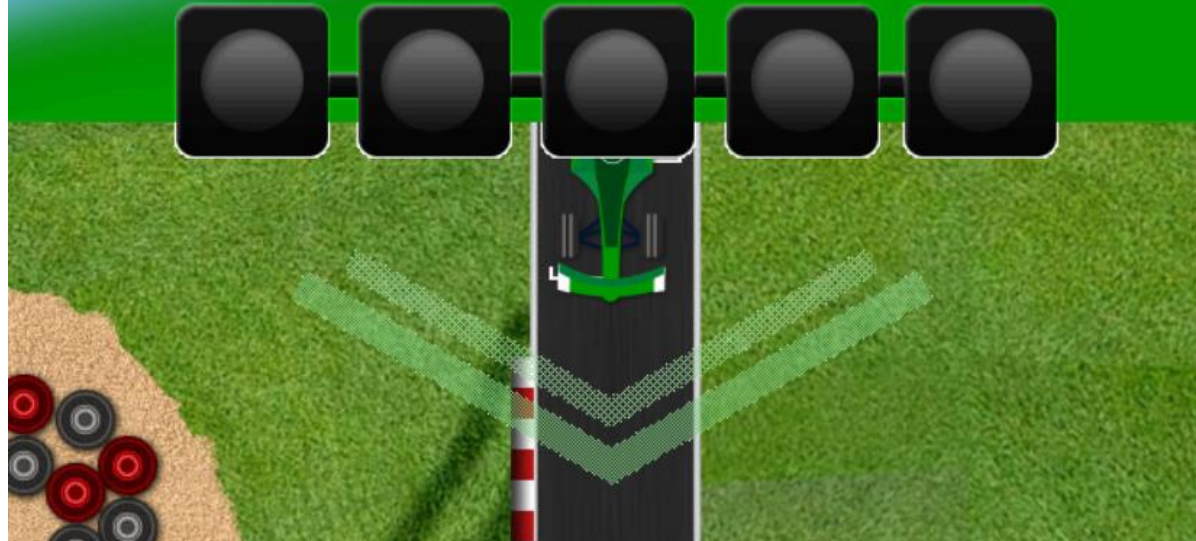
Creatives (still)

Bekijk deze e-mail in je browser




HET FORMULE 1 SEIZOEN GAAT WEER BEGINNEN!

Wacht tot de lampen uit zijn
en race door deze mail voor ons aanbod!



Creatives (still)



**Kijk nu Formule 1 met
Ziggo Sport Totaal**

Voor slechts 14,99 per maand.

[Activeer nu](#)

- ✓ 6 zenders met topsport
- ✓ Voetbalspektakel uit Engeland (Premier League), Spanje & Italië
- ✓ Formule 1, en andere belangrijke wedstrijden en toernooien live kijken.

Creatives (video)

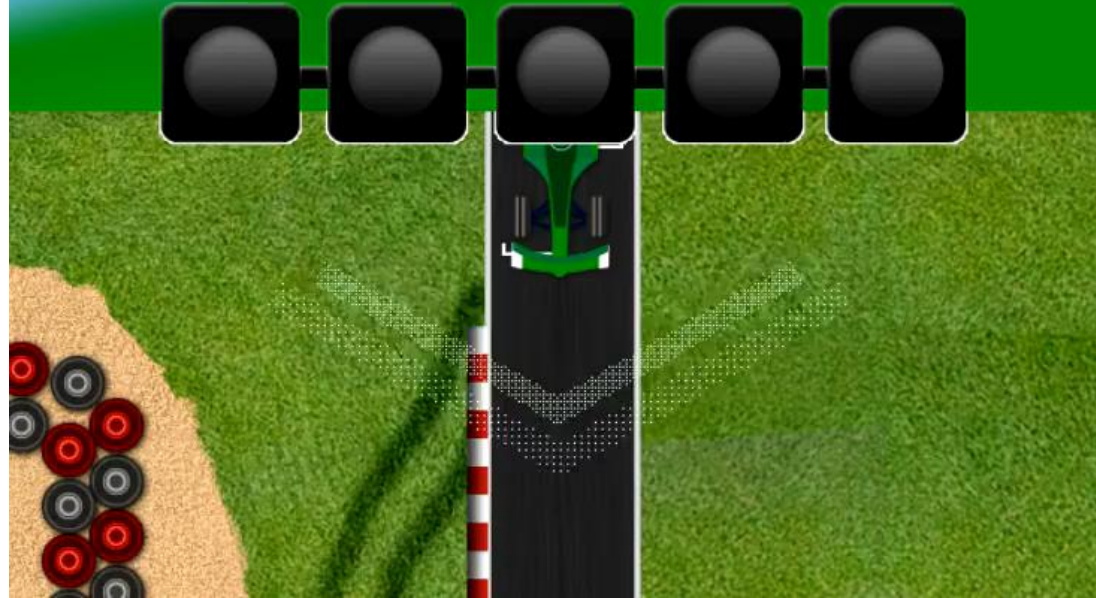
<https://youtu.be/b70i-rVvXvc>

Bekijk deze e-mail in je browser



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The results?

The campaign resulted in mind blowing figures:

- **93,648 out of 108,648 recipients have received most optimized version**
- **The Confirmed Open rate ranged between 48.07% and 55.25%**
- **The Click to Open engagement have been doubled (from 11.31% to 22.17%) during the initial test**
- **There was an uplift in orders on Ziggo Sport, compared to a control group (Figures can be requested through jury)**



What makes this campaign unique?

- **It combines innovation (kinetic interactive scroll) with fun.** The e-mail guides KPN customers through the Formula 1 season with fun facts and season highlights (e.g. rain, fog and the Monaco harbor).
- **The Click to Open rate have been doubled** (from 11.31% to 22.17%) by using similar content but in a different way (kinetic vs regular). This improved traffic to relevant Formula 1 product pages on KPN.com. The target group was divided in to two versions to get proof whether or not kinetic improves engagement and orders.
- **It have helped KPN in driving more awareness, improving engagement and finally Ziggo Sports orders.**

The best is yet to come

- KPN have plans to make use of this campaign tactic in other campaigns as well, such as entertainment or football.
- KPN continues to embrace new technologies within their campaigns, both e-mail as other channels (e.g. push notifications, inbound SMS)

The end



Glossary

Online version

https://kpngroup.emsecure.net/optiext/optiextension.dll?ID=UgnUkM9dK4RTpIE_I8uP7jRvLKaE8Di5TegX8iQEjUxT7li_Fi%2B0jpky264XSDpILLsaOQke7RvDt9tqWr

Video

<https://youtu.be/b7Oi-rVvXvc>