

**Best Promotional Message – Direct Sale or Lead Gen Offer**  
**Gold B2B**  
**Follet Software – TitlePeek Trial Email Campaign**

Brand/Client Side Team:

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Vendors/Agencies:

Silverpop EngageB2B

**MarketingSherpa Summary – Why They Won:**

The Destiny Library Manager is used by schools to enhance and manage their information assets. This campaign encouraged customers to add a paid subscription to their existing commitment. It's a challenging marketplace, and the product is complex so that it's not easy to explain its full benefits in just a few images and short descriptions. The campaign was straightforward, and effective in meeting these challenges. In a two-part series, the team targeted parts of the list that had never subscribed before. The first email announced the offer, and the second emphasized a time limit. Those customers who turned on the service as a result of the emails were flagged in the database. Most importantly, the team went into the tracking process planning on following results over the long term.

The Peek Trial Campaign won the Gold in the Triggered Email category for its performance and perseverance. Initial results were strong, but they got better over time – *much* better. Initially, the team tracked fairly standard open and click rates of 19% and 4% respectively, with early conversion around 3.2%. Results built over time, and depended in part on a viral component, with 10% of purchases from recipients that were forwarded the offer. Three months into the program, overall conversion was at 6.4%, but the real eye opener was at six months, with conversion above 17% and ROI topping 8200%.

**From Their Nomination Form:**

In the end, of the sites that actually turned on the service, a whopping 44% purchased. By setting up the tracking mechanisms to easily calculate response to the campaign past the basic email metrics, we were able to show the campaign's success to upper management over the one, three, and six month timeframe, gaining buy-in to continue offering these trials on our other products.



# Try TitlePeek™ at No Cost!

through April 30, 2009



Destined for Success

Before TitlePeek Activation



Want to engage your 21st Century Learners?  
Need to spark interest and entice students to read?

Just turn on your complimentary trial of TitlePeek in Destiny Library Manager™ to display book covers and varied content such as title profile, table of contents, a brief summary, author notes, the first chapter or an excerpt and published reviews. This trial will end on April 30, 2009, so activate today!

**Learn More!**



**Like what you see?**  
Contact your Sales Executive  
for pricing or call  
800.323.3397

To activate your TitlePeek trial in Destiny, follow these easy steps:

1. Login to Destiny (you will need to have Destiny Administrator or Site Administrator access).
2. Go to Back Office, then Site Configuration.
3. On the Site Info tab, enter your customer number, then select the 'Use TitlePeek' check box.
4. Click Save.

For more information and detailed instructions, visit  
[www.FollettSoftware.com/TitlePeekTrial](http://www.FollettSoftware.com/TitlePeekTrial)



Destiny Library Manager and TitlePeek are trademarks of Follett Software Company. Trial ends at Midnight CST April 30, 2009.



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## Hurry! Only two more weeks to engage your students with a complimentary trial of TitlePeek!

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This trial ends on April 30, 2009, and TitlePeek content will no longer be displayed in your library search results after that date. So don't wait – activate today!

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