

EXECUTIVE GRAPEVINE INTERNATIONAL LTD



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Rick Xu, VP of Technology & Channel Development at Executive Grapevine

Executive Grapevine is the European leader in business publishing, information services, marketing solutions and events for the talent management sector. The company is organised into the following communities: HR Grapevine, Recruitment Grapevine and Executive Grapevine. These brands have distinct customer profiles in HR, Resourcing and at Board level respectively, but also collaborate with each other to bring a unique and unrelenting focus on corporate talent.

In August 2014 we spoke with Rick Xu, Executive Grapevine's VP of Technology & Channel Development, about the company's use of the e-shot™ system:

In early 2014 Executive Grapevine decided to change its email marketing service provider because its previous platform "had lots of issues" which were becoming increasingly problematic and debilitating to their marketing activities.

Executive Grapevine's VP of Technology & Channel Development, Rick Xu, explained; it "felt as though the previous system was trying to cage us, rather than working with us." In contrast, Xu says "e-shot™ treats us like adults".

Executive Grapevine was drawn to e-shot™ thanks to the cost-effective price and Forfront's stature as a similarly-sized, rapidly-growing business.

Executive Grapevine's primary purpose of email marketing is to deliver newsletters. Xu said, "In general we use email marketing to communicate with people and engage, rather than for sales purposes."

Due to its sheer volume of usage, Executive Grapevine needed an email marketing provider it could rely on. On average it sends two or three emails per day alongside occasional extras. Its newsletters go to 2.5million people per month while it also sends 1.5million emails on behalf of its clients.

Executive Grapevine's Results:

"Before we used e-shot™ our regular open rate was between 9% and 10%. With e-shot™, this has gone up to 12% and 13% on average. When you're sending millions of emails every month, as we are, this rise is

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extremely valuable. A 4% open rate increase can account for 100,000 additional recipients receiving and opening our messages. It has meant our marketing department have been able to hit their monthly targets well ahead of schedule and subsequently focus on other important areas of work."

One of Executive Grapevine's major problems concerned the managing of big data lists and email verification. Xu continued, "Before working with Forfront our team was spending too long on email verification, really wasting a lot of time." Following an e-shot™ demo it was clear that e-shot™ would put these worries to bed and Xu explains that in practice e-shot™ has lived up to his expectations, as his staff use the time saved to "dedicate themselves to other activities such as researching new markets."

Recommendation

"e-shot™ is easy to use, straightforward and highly functional. It has been brilliant for our company. The API is well ahead of the game and the developers got things done extremely quickly. In fact, the IT support and technical support in general is outstanding – I really love the service. I would without a doubt, definitely recommend e-shot™ to other companies."

Rick Xu, VP of Technology & Channel Development at Executive Grapevine

About Forfront

Forfront make it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more.

Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms, while e-shot™ has over 1800 users.

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