

## .NET-connected Partners

"The results of this campaign have convinced us of the value of using online marketing tools. Online revenue has increased significantly. Also the number of new prospects gained through this action is exceptionally high."

Jan Bosse, Marketing Manager, Neckermann Netherlands,  
and Remco van Hattum, Interactive Consultant, OgilvyOne

### Neckermann chooses Crossing Channels-Online Retailer Target New Market Segments and Doubles Revenue Growth Within Three Months

*Customer Situation:* Located in Germany, Belgium, and The Netherlands, Neckermann Shopping is a mail-order retailer that features a broad array of products for the whole family. From computer to sporting equipment to the latest fashions, Neckermann offers an enormous selection to its customers.

Neckermann decided to force an e-commerce breakthrough to gain additional market share, increase its customer base, and start cross-selling to its new customers. With their advertising agency OgilvyOne, the decision was made to start a marketing sweepstakes connected with their Web site to achieve these goals. To implement this sweepstakes, OgilvyOne selected a partner to realize a secure application that would be robust enough to reliably handle up to one million unique sessions each day.

*.NET-connected Solution:* To meet the demands that such a sweepstakes would impose on their systems, Neckermann and OgilvyOne looked to the capabilities of the Microsoft® .NET Framework by implementing Crossing Channels' ContentGenie Framework for the Web application for the marketing campaign Sweepstakes Jecomputerisjelot (YourComputerIsYourLotteryTicket).

Jecomputerisjelot is an Internet-based application that allows registered users to participate in a lottery with a daily price of €5000. Users are able to log in daily to see if they have won. While the users are checking

the lottery results, the application also displays special product offers available from Neckermann.

*Benefits:* With the marketing campaign designed by OgilvyOne and the solution created by Crossing Channels, Neckermann experienced an online revenue growth of greater than 100 percent and gained a position as a serious market player within three months of inception.

Additionally, Neckermann noted marked improvements in customer communication and gained the ability to target their communication more effectively. With the information that was gleaned from the sweepstakes promotion, Neckermann found that they were able to offer better dynamic banner promotions and identify and cross-sell to previously unrecognized customer profiles and market segments.

*Partner Solution:* Founded in 1995, Crossing Channels (formerly known as Intapps Benelux) develops strategic Microsoft .NET solutions enhancing profitability for their clients. Using the ContentGenie Framework, they are able to deliver high-volume, multi-channel, secure, and integrated applications. The company's main areas of expertise are marketing, finance, and healthcare.



For more information:

<http://www.crossingchannels.com>