



## Banner Co. exhibits massive ROI, as emails deliver!

### Customer Background

Monkeyprint, Printers of Vinyl and Outdoor Banners in Newcastle upon Tyne started using SwiftERM at the beginning of 2016, which was an immediate hit, the very first order paying for the entire use of the solution for a year. Personal and individual service is a prerequisite to the banner business, and the company expanded its sales operations by setting up a custom web site alongside a fully integrated Opencart eCommerce platform.

### The Solution

Itembase Inc., the product identity data company connecting e-commerce shops with solution providers, recommended SwiftERM as the ideal replacement. Itembase was founded in 2011 has built a global reputation for e-commerce integration.

After an 30 day trial, it became abundantly clear that SwiftERM was an amazing solution, supporting the company's growth ambitions.



**"I was completely blown away by SwiftERM! The cost of my existing system was wasteful, compared to what I get in return now."**

Iain Inglis, Owner and Director, Monkeyprint Ltd.

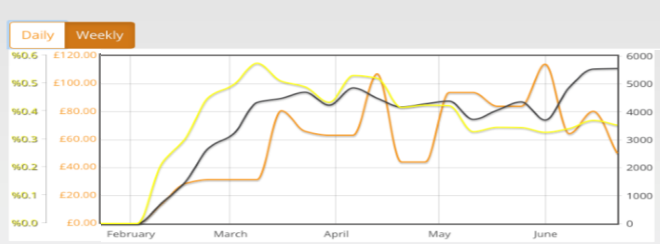
### The Challenge

Monkeyprint had been employing a provincial email marketing agency for a number of years. But perpetually negligible results had resulted; exacerbating supplier / client relations. The overall effect of numerous campaigns intended to achieve close customer affinity, had resulted in the opposite, culminating in high opt-out rates, poor CTR and ultimately no sales.

### The Results

"SwiftERM has consistently delivered the best results the company has ever seen", said Iain Inglis, MD. Sales directly attributed to SwiftERM for just the month of June 2016, amounted to over £20,000 from an investment of £100, with a database of 12,600 contacts.

Performance over Time



**£400 p/m saved**

as incumbent ESP dismissed in favour of SwiftERM



**30 day free trial**

near instant global insights on sales growth and performance gains



**250% sales increase**

exclusively related to SwiftERM by the end of the trial period



**18 x sales via email**

compared to direct web visits, with minimal drop-off rates

