



ClickMail Gives SEMA the Power to Steer eMarketing in the Right Direction

Company Background:

The Specialty Equipment Market Association (SEMA) is the premier trade association representing the \$38.1 billion automotive specialty-equipment industry and its 7,000+ member-companies. SEMA also produces the world's largest industry-only Automotive Show, attracting over 100,000 visitors from across the globe. SEMA uses email marketing to coordinate this massive membership organization and all the moving parts, including eNewsletters, member updates, and invitations to register for events/webinars.

Goals & Challenges:

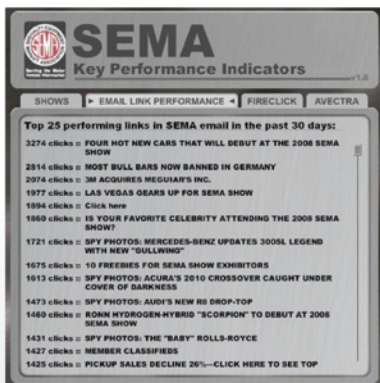
SEMA's executive team relies on the power of email to deliver results. They also require concise and up-to-date information at their fingertips to see how various eMarketing initiatives are performing. ClickMail was called-in to come up with a technical solution to provide the SEMA team with real-time reporting. To do so required finding a way to integrate live data feeds from multiple sources, including their Tradeshow Registration vendor (Experient), their ESP (BlueHornet), their CRM System (Avecetra), and others.

Solution:

ClickMail went to work building a tool that gave SEMA's upper-management access to their key performance indicators in the form of a flash-based desktop 'widget'.

Integrating SEMA's multiple data sources into an easily read widget gave SEMA a way to change their tactics on a dime and ensure the best possible ROI on their initiatives.

ClickMail deployed a combination of Digital River products and services to support SEMA's eMarketing initiatives and have been deployed on their behalf, including BlueHornet as the ESP and Fireclick as SEMA's Web Analytics provider. The two integrated platforms allow 'ClickStream' analysis, whereby SEMA can now use the resulting website behavior that is generated from their email marketing to better target and engage their audience with highly relevant messaging.



SEMA's widget, designed and built by ClickMail gives the SEMA team a real-time look at the effects of their eMarketing campaigns, as well as a comparative snapshot to previous activity.