

## Victorian Trading Company harnesses power of cost-effective solution

### Challenges

Victorian Trading Company (VTC) has been using email to connect with customers for years, but the company knew it wasn't maximizing revenue because the cost of the system was so high. VTC often had to choose whether to email to its wholesale or retail customers, since it regularly incurred "overage" charges when it mailed to too many people. "We were having a lot of limitations with emails," said Sam Hettinger, systems administrator at Victorian Trading Company. "We had been realizing the limitations of the number of emails that could be sent per our contract, which was limiting our results." VTC's sales have remained healthy despite the severe economic downturn of the last four years, but the company knew it could be sending even more mail, thus generating more sales and profits. Over time, Victorian Trading Company realized that it needed to make a change toward a less expensive email marketing solution that would still provide excellent customer service and include all of the features it had come to know and use.

### Solution

A Net Atlantic representative had contacted Victorian Trading Company in February 2011 about switching to its StrongMail platform. It was as if the perfect solution came around at the perfect time. After seeing that Net Atlantic offered all of the functionality Victorian Trading Company wanted at a lower cost, VTC decided to make the switch. "With Net Atlantic, the draw was how inexpensive it was," Hettinger said. "When we switched to Net Atlantic it was a right time, right place switch. It allowed us to do wholesale as well as retail."

### Results

By lowering costs, VTC was able to send more mail, generate more

### OVERVIEW

Products/Services Used

StrongMail On-Demand Edition

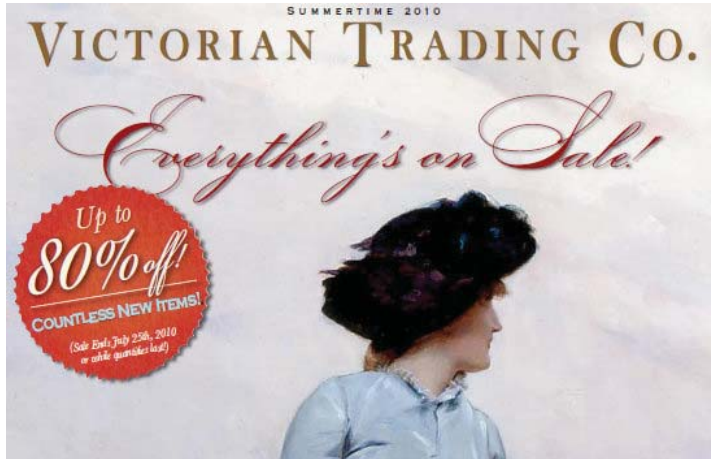
### Client Profile

Victorian Trading Company (VTC), headquartered in Lenexa, Kansas, specializes in antique reproductions from the Victorian era with a line of products that ranges from home decor items to jewelry. The company is also one of the top manufacturers/licensors of fine art greeting cards in the United States. Victorian Trading Company employs anywhere from 50-75 people depending on the season and conducts all operations internally, including its call center, art department and warehouse. The company sells its products wholesale and to individuals, primarily 45-60-year-old single, educated women. Despite the economic downturn, Victorian Trading Company has continued to grow in the last four years.

### Business Need

Victorian Trading Company was looking for an email marketing solution that would allow VTC to send more emails and to keep more of the revenue it earned from its campaigns. The company wanted a cost-effective solution without sacrificing excellent customer service, reliability or top-of-the-line features.

sales and keep more of its revenue. Since becoming a Net Atlantic customer, Victorian Trading Company no longer has to choose whether to send mail to either its wholesale or retail customer lists, and is now able to mail to both without having to pay more for each campaign. Sending more mailings per week, including retargeted, has allowed the company to generate more sales



and keep more of the profits it earns from each mailing. "With our previous email service provider we only did two campaigns a month instead of now doing four to five. So the increase that has been seen is close to 20% because of those additional campaigns," Hettinger said. In addition to benefiting from this cost-effective email marketing solution, VTC has taken advantage of several of the features offered by StrongMail and Net Atlantic, including a/b split testing. The results of the tests could save the company time and money in future mailings. Victorian Trading Company also plans to delve more into the reporting tools available to better target customers. Net Atlantic's customer support has been responsive to any problems VTC has encountered, especially Victorian Trading Company's account manager, who has been especially helpful, checking in with VTC often to ensure that operations are running smoothly. "Most things tend to come down to the price. That's the biggest motivating factor," Hettinger said. "We're not losing any functionality, we're able to do more campaigns and we're seeing clear revenue spikes." For Victorian Trading Company, Net Atlantic has the total package.

## Solution and Benefits

A Net Atlantic representative approached Victorian Trading Company and explained the benefits of using StrongMail. Victorian Trading Company made the switch after a demo of the product and crunching the numbers. Using Net Atlantic and StrongMail has allowed VTC to send more mail for less money without losing any features or functionality.

## Quote

"Net Atlantic's StrongMail Edition has all of the functionality we were looking for, and was much less expensive. We were having limitations with emails when we hit 600,000. Now we can send to about 1.8 million. It really opened the door."

– **Sam Hettinger, Systems Administrator**

## For more information

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