

# Microsoft Xbox enhances customer engagement by making personal connections with gamers via email

Experian CheetahMail enables Xbox to deliver relevant, targeted and timely email communications to their active global customer base.

## ● Overview

Xbox, Microsoft's popular video game platform, had outgrown its existing email system and needed a more reliable, robust and measurable solution to keep pace with its rapidly-growing customer base. Since partnering with Experian CheetahMail as their email marketing and customer intelligence solutions provider, Xbox has centralised their customer data from multiple sources, improved data hygiene, created highly-personalised email campaigns based on user interests, and tracked the success of their mailings using Experian CheetahMail's reporting tools. Equally impressive, Xbox coordinated these improvements across all regions of their global business, including Asia/Pacific, North America and Europe.

## ● Challenges

- Centralise customer data from multiple sources
- Clean up customer data and improve deliverability rates
- Segment customers based on self-identified interests
- Track the success of campaigns in real-time
- Email internationally

## ● Solution

To take their permission-based email marketing programme to the next level, Xbox worked with Experian CheetahMail to make their emails as personalised and relevant as possible.

This process began by bringing together customer data from multiple acquisition sources, giving Xbox's 20 global email staff members a single, complete view of their subscribers.

Once the data was integrated, Experian CheetahMail applied its rigorous data hygiene practices to Xbox's customer file, reducing data redundancies and irregularities to ensure that as many messages reached their audience as possible.

● **“We recognise that each member has their own personal identity. Some are into racing games, some like action games, and others are into classic games. We partnered with Experian CheetahMail because they could deliver communications that matched our member's needs, and because they were cost and resource efficient.”**

**Drew Parkes**  
**Digital Marketing Manager**  
**Xbox**

Next, Xbox worked with their dedicated account team from Experian CheetahMail to devise a segmentation and message deployment strategy. Because Xbox has such a tech-savvy and devoted customer base, it was imperative that they segment their customers precisely and present them with the most relevant content possible. In some cases, this meant sending promotional emails featuring sports games to a segment of subscribers who indicated they preferred sports games, or sending product education newsletters for a segment of new subscribers who would benefit from learning more about the product. Xbox was able to easily create customer segments using the web-based Experian CheetahMail application, where they could also set up and deploy the mailings to their customers. The Experian CheetahMail staff, coordinated across multiple offices and continents, assisted in seamlessly executing these campaigns globally in several languages and character sets.

After deploying their targeted campaigns, Xbox was able to track their performance in real-time using Experian CheetahMail's comprehensive set of reporting tools. By examining basic metrics, such as open and click-through rates, along with more granular metrics, Xbox was able to learn from their actions and further optimise their campaigns moving forward.

- **Results**

By partnering with Experian CheetahMail, Xbox has realised both immediate and long-term goals. These include adding relevance, reliability and scalability to their email programme, reducing administrative time spent on managing CRM programmes, and transitioning to more automated, event-triggered messages and lifecycle campaigns. Further results are listed in the chart, right.

### Results

Since partnering with Experian CheetahMail, Xbox has seen exceptional results:

**DELIVERY RATES  
18% HIGHER**

**OPEN RATES  
9% HIGHER**

**CLICK-THRU RATES  
8% HIGHER**

**PRODUCTION COSTS  
20% LESS**

### About Experian CheetahMail

Experian CheetahMail is the trusted service provider of online marketing solutions for top enterprises worldwide. Offering industry-leading email marketing and customer intelligence solutions, as well as providing a broad range of client services, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers. Servicing the world's most recognizable brands, Experian CheetahMail's globally diverse client base includes Barclays, Borders Books, Discovery Communications, H&R Block, KLM, Sears Holdings Corporation and Wyndham Hotels. Experian CheetahMail, a business unit of Experian® Group Ltd. (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, Amsterdam, Paris, Barcelona. and Melbourne



Level 6, 580 St Kilda Road  
Melbourne, Victoria 3004  
+61 (0) 3 8699 0100 T  
+61 (0) 3 9682 6090 F  
[www.cheetahmail.com.au](http://www.cheetahmail.com.au)