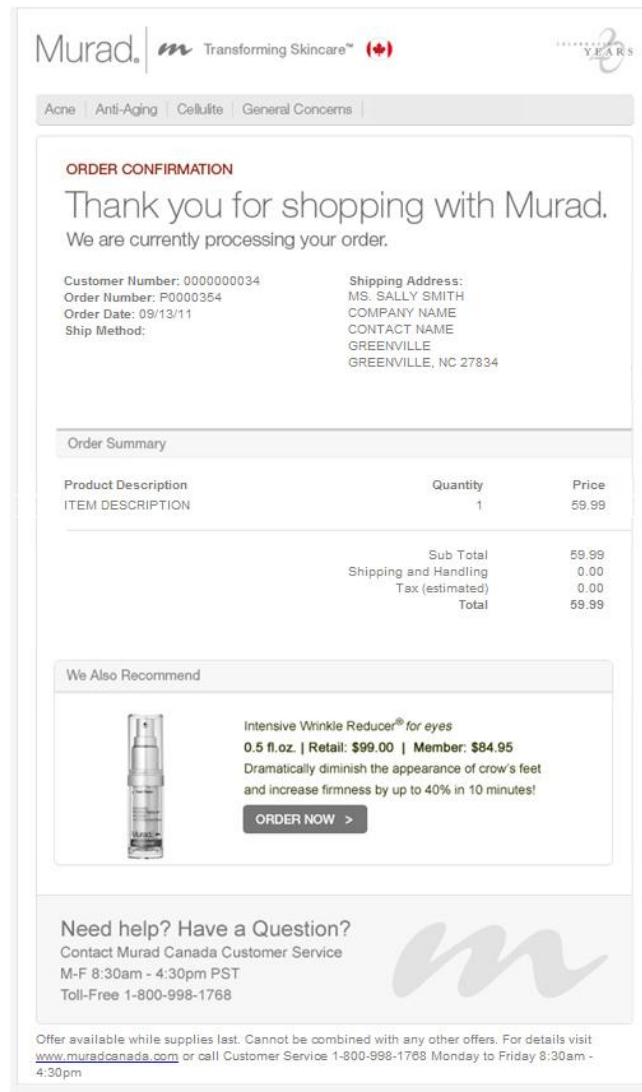


Balley Direct Uses eDIRECT+ for Transactional Email Marketing



The Challenge

Balley Direct, a renowned full-service skin care marketing and supply company, was looking to boost their transactional email marketing performance. In particular, they wanted a product that could help them generate additional sales with every customer transaction. These cross-sell and upsell offers would need to display according to stated customer preferences or purchase history. In addition to incorporating cross-sell and upsell proposals, Balley Direct wanted their event-triggered messages to reflect the investment they had made in their ecommerce websites. To ensure brand consistency, outfitting full-color HTML emails with their assorted logos was a must. As a distributor for various other skin care companies, and their affiliated divisions, Balley Direct needed an email marketing solution with robust conditional logic capabilities. This would guarantee that relevant offers would only appear to the appropriate customers, and with the associated brand.



The Solution

Having performed a thorough assessment, Balley Direct selected Minisoft's eDIRECT+ to meet their diverse email marketing requirements. As the official Canadian distributor for eminent skin care provider Murad Inc. and their multiple divisions, implementing their confirmation messages was at the top of Balley Direct's to-do list. With Minisoft's transactional email marketing solution, Balley Direct began transforming the Murad confirmation suite. They smoothly assembled confirmation emails for Murad, as well as their Resurgence and Acne Complex divisions. Based upon the product being purchased, the related brand would be identified and the respective logo would be placed in the message every time. On top of that, cross-sell and upsell offers were included right from their website. These proposals would be assigned in relation to the brand, but Balley Direct wanted a dynamic element to these offers also. As a result, they added a condition that would place different offers depending on the day of the week.

Not only did different brands have unique offers, but so did different days! With brand consistency achieved and pertinent cross-sell and upsell offers activated, Balley Direct decided that referencing Murad's Cascading Style Sheets would be the finishing touch for these service-based messages. The series of instructions that specify the look of text on a web page, Cascading Style Sheets are an essential design tool. For Balley Direct, it was a final enhancement to leverage the investment made in their ecommerce presence and promote their company identity.

Murad. *m* Transforming Skincare™ (CA)

Acne
Anti-Aging
Cellulite
General Concerns
Resurgence®

ORDER CONFIRMATION
Thank you for shopping with Murad.
We are currently processing your order.

Customer Number: 0000000034
Order Number: P0000354
Order Date: 09/13/11
Ship Method:

Shipping Address:
MS. SALLY SMITH
COMPANY NAME
CONTACT NAME
GREENVILLE
GREENVILLE, NC 27834

Order Summary

| Product Description | Quantity | Price |
|-----------------------|----------|-------|
| ITEM DESCRIPTION | 1 | 59.99 |
| Sub Total | | 59.99 |
| Shipping and Handling | | 0.00 |
| Tax (estimated) | | 59.99 |
| Total | | |

We Also Recommend

Sheer Lustre Day Moisture SPF 15
1.7 fl.oz. | \$59.95
Rich, luminescent minerals give dull skin a natural, healthy-looking glow even without makeup!

ORDER NOW >

Need help? Have a Question?
Contact Murad Canada Customer Service
M-F 8:30am - 4:30pm PST
Toll-Free 1-800-998-1768

Offer available while supplies last. Cannot be combined with any other offers. For details visit www.muradcanada.com or call Customer Service 1-800-998-1768 Monday to Friday 8:30am - 4:30pm. Please allow up to 48 hours for your membership and special member pricing to become active on our website.

Resurgence

Acne Complex

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We Also Recommend

Clarifying Mask
2.65 fl.oz. | \$26.95
Speed up healing and reduce future breakouts with this natural, clay based formula

ORDER NOW >

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As a premier skin care marketing firm, Balley Direct understands the importance of having a complete transactional email marketing solution. With Minisoft's eDIRECT+, they found exactly that. Balley Direct revamped Murad's confirmation messages, utilizing powerful conditional logic to promote brand consistency and boost sales. Additionally, they reinforced their company identity and bolstered their customer service. From order confirmations and shipping notifications to surveys, special discounts and beyond, eDIRECT+ completes the overall shopping experience. For everything retail, look no further than Minisoft's eDIRECT+.



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