

Client



Latin achieves rapid growth across Latin America with Alterian solutions

Company:

Latin

Offices:

Offices in Argentina, Venezuela, Ecuador and Costa Rica and commercial channels in Mexico and Chile

Website:

www.latinlists.net

Headquarters:

Argentina

Solution:

Engine, DDV, Selection Planner, Analytical Reporting, Dynamic Messenger, SM2

Results:

1. Latin now has world-class Alterian solutions tailored to its local market
2. The company's database expertise has been extended into email and social media execution
3. Alterian support ensures robust customer engagement campaigns are now available across Latin America
4. Brands are experiencing email response rates of up to 20%.

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Noel Poler
CEO, Latin

Synopsis

A formidable player in the Latin American market, Latin's strong growth has been fueled by an ability to deliver world-class Alterian solutions tailored to its local market. By applying its expertise alongside Alterian technology, the company is creating compelling customer engagement solutions.

Latin American key player

Previously known as LatinLists, Latin is one of the region's most significant providers of data and marketing services and was Alterian's first partner in Latin America. Working with over 150 customers ranging from major banks, telcos, retailers and marketing agencies such as Santander, Telefonica, Mercedes-Benz and Wunderman, Latin currently operates in Venezuela, Argentina, Ecuador, Chile and Mexico, with plans to soon be in every country in the region.

Much of this early growth is down to Latin owning Latin America's most comprehensive consumer database of 100+ million records, with a target of 500 million, stretching from Mexico to Brazil. Merlin, Latin's data cleansing tool has also played a part due to its ability to take an address in any country where Latin operates, regardless of how it is written, and parse, segment, rewrite and geocode it.

By applying its database expertise to generate lists or capture, aggregate, clean and enhance data, Latin has become known for its ability to generate value from clients' data. More recently, the company has extended its database expertise into email and social media, offering a more comprehensive suite of marketing solutions.

Latin's partnership with Alterian has played a vital role in the company's evolution and growth, as Noel Poler, CEO of Latin explains: "Having a partner like Alterian has allowed us to offer clients world-class solutions tailored to our local market, along with the support necessary to keep developing our capabilities. It clearly sets us apart from the competition."

Driving value from data

Latin first became an Alterian partner when it was looking for database technology to underpin its list generation and database management services. The firm needed to be able to handle the vast quantities of data in its consumer database, which contains psychographic, demographic and consumer information. Latin chose Alterian for its unrivalled analysis speeds and integrated segmentation and reporting tools.

"Using Alterian means we can handle sophisticated queries and analyse 100 million records in seconds, not hours, providing clients with highly responsive lists," commented Poler. "Alterian's power and capability has allowed us to create solutions attractive to large corporates across a range of industries. Large banks, for example, value our ability to work with their data in real-time to create lists which improve response rates. Previously, our SQL-based solution was slow and cumbersome but now through Alterian, we are able to provide a superb customer service."

Customer engagement

Latin also uses Alterian's email platform Dynamic Messenger and social media monitoring tool SM2, allowing it to take advantage of the convergence of channels in Latin America and offer true customer engagement solutions to clients.

"Extending our database expertise into email and the social realm was a natural progression for us," said Poler. "We wanted to be able to offer clients integrated, execution capabilities so that emails or social media campaigns are driven by the same database to create true customer engagement."

Latin now offers Alterian solutions as part of its overall offering or directly to its customers on a monthly licensed basis.

One example is the department store chain dePrati in Ecuador. Latin uses Alterian to analyse, segment and execute highly targeted email campaigns designed to increase online sales for the retailer. Dynamic Messenger is used to execute tailored versions of its customer newsletter, highlighting different products according to the audience, which have seen response rates of up to 20%.

"Alterian's database marketing tools operate seamlessly with Dynamic Messenger so we can take advantage of very small, highly targeted segments, discovered during the data analysis process. The amount of different creatives and messages that Dynamic Messenger can generate is almost infinite so relevance increases dramatically. But the software is so easy to use it makes it easy to deliver complex campaigns," said Poler.

Dynamic Messenger and SM2 have also allowed Latin to break into new markets, such as advertising and digital agencies and strike up relationships with smaller companies. A-Interactive's, an event and digital marketing agency in Venezuela, turned to Latin for help with email and has already used Dynamic Messenger for promotional emails, achieving impressive response rates of up to 15% for a cell phone brand. "With Dynamic Messenger, we've

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Latin

improved our communication strategy and can now reach more people in less time and achieve better results," explained Maria Andreina Cardenas, Account Executive at A-Interactive's.

Anticipating the explosion of social media uptake across Latin America, Latin added Alterian's social media monitoring tool SM2 to its arsenal. Impressed by its depth of coverage, the system stood out as one that could help create better social media strategies for clients. Poler explained: "SM2's capabilities are very broad whereas other tools are more narrow in focus. Rival tools that we examined allow you to listen but were not very good at helping brands communicate back to their audience. If you want to have a dialogue and become involved in the conversation and manage the communication flow, SM2 really stands out."

The Argentinian office of Starcom MediaVest Group, a brand communications and consumer contact organisation, has found that one of SM2's main benefits is being able to reveal complex relationships between a segment's different emotional behaviours. Working for a global consumer brand on a new hair colouring product launch, Starcom used SM2 to discover patterns that revealed people felt more guilty about themselves on a Monday, so were more receptive to messages about hair repair and colour renewal at that time.

Convergence of channels

Combining Alterian's powerful database tools with its social media monitoring and email platforms is where the highest gains can be made and Latin is already demonstrating this to clients. "Using the Alterian modules simultaneously, we can allow brands to have a true, multi-channel 1-to-1 relationship with customers," said Poler.

In Chile, Latin is working with Publmail, one of the country's most established marketing and data management companies with over 25 years of experience. Alterian is being used with various retail customers to segment and optimise campaigns, in print, email, as well as the social media environment. By understanding what message has had the best response with a particular audience, brands are able to fine-tune all of their campaigns.

"As more consumers become active in the social world, so it becomes more crucial for brands to be able to understand how offline, paid for channels such as print, resonate within social or 'earned' media," commented Poler. "Improved intelligence here means they can extend their engagement in social media."

Global solutions, local support

Initially, Latin had been looking to use Alterian technology to deliver a range of robust and professional data services. But as the two companies have evolved, the relationship has become a lot closer.

"Most marketing software platforms are aimed at the North American or European markets and very few are supported in Latin America. This is where Alterian is different and one of the primary reasons behind our successful partnership. The Alterian investment, resources and local offices available to us mean we not only have access to a world-class software platform but also the development and technical services which have helped tailor solutions to our region," said Poler.

Latin is planning to build on its success so far with major brands and through its partnership with Alterian, continue to offer the region much more robust and capable solutions than are usually available. "As our growth into new countries continues, the support of an established international player like Alterian will help us on that journey," highlighted Poler. "Alterian's integration of analytics and execution lets us build far more engaging strategies for clients so they can have a dialogue with millions of consumers – and that's what gets the best results."

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

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