

TRADE BRIEFS

INTRODUCTION

TradeBriefs Newsletters are emailed daily to over 4,50,000 decision makers in Indian Industry. Over 60% of our subscribers are senior and middle management at the top companies in the country.

Our newsletters provide a highly targeted audience for any company looking to build brand equity and get sales leads from the following types of audiences:

1. **Business Decision Makers – Segmentation can be done by Industry, Function (eg: Marketing), Designation, City, etc. Our loyal subscribers include executives from the following industries**
 - a. Finance and Banking
 - b. Software
 - c. Retail
 - d. Telecom
 - e. FMCG/Food
 - f. Auto
 - g. Hospitality
 - h. Media
 - i. Healthcare
 - j. Energy
 - k. Pharma

2. **High Net Worth Individuals – Segmentation can be done by income, city and age**

Companies that will benefit from advertising with us include:

- Any company targeting a Business Decision-maker audience or a High Net-worth audience

MISSION

- ✓ To provide the most up-to-date and relevant NEWS and INSIGHT to busy executives
- ✓ To provide exceptional value to advertisers by matching their products and services to the appropriate audience through advanced targeting technology

SUBSCRIBER PROFILE

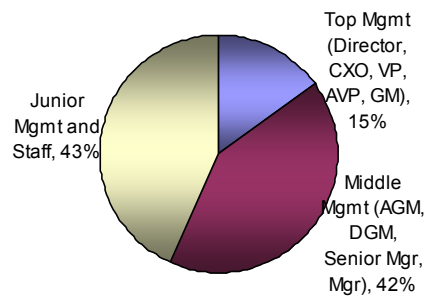
450,000+
Subscribers

Daily & Weekly Email Newsletters
Published 6 days a week

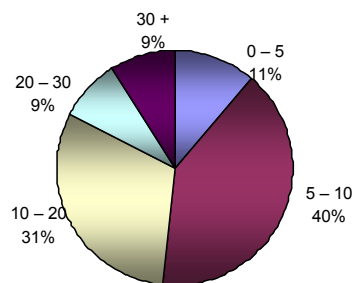
By Industry



By Position



By Income Group (Lakh Rs per year)



OUR SUBSCRIBERS INCLUDE

Company	Designation
CMC LIMITED	VICE PRESIDENT
Rao Consultants ; Inc .	President and CEO
Polaris Software Lab Ltd .	Vice President - Principal Consultant Delivery Ena
dewsoft overseas pvt ltd	director
xylon technologies	CEO
IBM USA / India	Program Director
confidential	Group Head
AppLabs	Vice President
ZenFocus Inc .	Vice President ; Managed Services
HCL Technologies Ltd	AVP - Finance & Accounts
Satyam Computer Services	Dy . General Manager
Polaris Software Lab	Sr Vice President
TCS	Head HR Systems
Siemens Information Systems	Chief Consultant
Brainybrawn Inc	Chief Prodcut Architect
Kaplan Financial	Chief Operating Officer
"Leemon Information Technologies, Pvt Ltd,	Director
Megasoft Limited	GM - Finance & CS
Polaris Software Lab Ltd . ;	Vice President & Project Director
IBM	General Manager Telecom
Precious Microtech Private Limited	Chief Operating Officer
Oracle Corporation	Director
Hewlett - Packard	Head Information Systems
NIIT Technologies Ltd . ;	Program Head - SAP
Zensar	Asso VP & Dely Head - Enterprise application
Industrial management Technology & Contra	General Manager ; IT Division
Infocomm development Authority of Singapor	Center Director
Nestle India Ltd	"Asst Manager, Employee Relations(for 7 factories)"
EMPEE SUGARS & CHEMICALS LTD	VP-FINANCE & ACCOUNTS
DCM SHRIRAM INDUSTRIES LTD	AGM-COMMERCIAL
SHINE RICH CHINA LTD	MARKETING MANAGER
Express Group	National Head Circulation
Sanat Products Limited (Dabur Group)	DGM - International Business
Henkel India Limited	Currently Head Supply Chain

AND THOUSANDS OF OTHER SENIOR AND MIDDLE MANAGEMENT

ADVERTISING OPTIONS

1. EDM – Electronic Direct Mailer

Have a lot to say? Then use our EDM offering - An entire email coming from you designed as per your specifications, targeting a segment of our audience as specified by you

2. Banners

There are 3 banner options in the newsletter

Leaderboard – This appears on top of the newsletter

Dimensions: 728px x 90px

The screenshot shows the top portion of a newsletter. At the top left, there is a banner with the text "Put your logo here" and a phone number "+91-9600677889". Below this, the date "March 25, 2018" is displayed. The main header reads "india retail news" with a sub-header "News for the Retail Industry". A "Sign up for this newsletter" button is visible. The first article is titled "Reliance's new thrust on retail business" and discusses Reliance Retail's plans to pilot Office Depot and Handeys toy stores. A second article is titled "Byrru to sell stakes in non-core businesses" and mentions Future Group's restructuring.

Wide Skyscraper – This appears on the right side of the newsletter

Dimensions: 160px x 600px

The screenshot shows the right sidebar of a newsletter. At the top, it says "June 24, 2018" and "News for the Banking and Finance Industry". The main header is "india finance brief". Below this is a "Sign up for this newsletter" button. The sidebar is titled "At a Glance" and contains a list of 15 bullet points summarizing financial news, such as "End of ULIP debate will boost investors' appetite" and "IT apps to new SEZ units should continue". To the right of the list is a vertical banner with the text "News.. Analysis.. GET AHEAD" and a small image of a man in a suit.

Wide Banner – This appears on the right side of the newsletter

Dimensions: 120px x 240px

June 21, 2010

News for the Retail Industry

india retail news

an all india retail venture

Sign up for this newsletter

[Previous Issues](#)

At a Glance

Sponsored by:

- RIL sees retail business revenue at Rs 45K cr in 5 yrs
- Future Group bets big on Big Bazaar
- Aditya Birla Retail plans 1000 supermarkets
- Biryani launches T24 GSM
- Swarovski eyes over 25 per cent growth this year in India
- American bakery chain opens in Bandra
- Biryani Queen of Chennai
- Chiragh Din: In a niche of its own
- Indian retailers test waters on 24-hour shopping fests
- Retailers give discount to boost gold sales
- Retail biggies getting into malls
- The Sports Retailing Industry in India: Market Research 2010

News
Analysis
Jobs

3. Advertorial

Want to build your brand in a more subtle but powerful manner? Become the subject matter expert! Your press release / whitepaper / best practice article will be read by our subscribers along with the news of the day

Aug 5, 2008 News and Analysis for the retail industry

india retail news

an all india retail venture

Sign up for this newsletter

Sponsored by: **Apsol Plaza**
Shopping as it should be

Malls, shopping boost mall footfalls
Economic Times
Nearly two months after the stand-off between producers and multiplex owners was resolved, box office grossers such as New York and Love Aaj Kal - running over 20 shows a day at multiplexes - are giving mall footfalls a boost.

Yum! Restaurants to increase KFC outlets in India
Business Standard
"We are planning to invest up to Rs 150 crore in the Indian market by 2010. We will expand the KFC chain in the country to 110 restaurants by end of the period, from 50 now," Yum! Restaurants India Managing Director (Indian Subcontinent) Niren Chaudhary said.

Vishal Retail Likely to Finalize Debt Recast Soon
Wall Street Journal
Vishal Retail Ltd. expects to arrive at an agreement with bankers and lenders on restructuring its debt in one to two months, the Indian discount retailer's group president said.

Go Carting Now Opens at Apsol Plaza Greater Noida [Click here for more details](#)
Operational Brands: McDonald's, Tata Chroma, Reliance Footprint, Reliance Super, SRS 7Days, Reebok, Pizza Hut, Cell u Com, Lakshmi International, Cafe Coffee Day, Koutons, Mother Home, Subway, Vodafone, L'Oréal, Wong, Nakshatra Beebay, M&B Footwear, Liverpool, US Dollar Store, Noble House, Reid n Taylor, Subway, Kwality Walls, GKB lens, Duxal Optical
Upcoming Brands: Lens Signature, Bowling Alley

Advertorial

4. Job Placements

Wish to recruit from the best in the industry? Our daily newsletters are regularly read by managers and decision-makers in the top companies in the country. You can place your job ads in our newsletter and attract top talent

Retail Jobs

Sponsored by

TRADEBRIEFS

Role	Experience	Location
Manager - Leasing	0 - 4 years	Mumbai
Restore - Retail Space Designer	3-4 years	Bangalore
Guess Handbags - All India Sales Manager	8-10 years	Mumbai
Marketing Head - AP Group	10 years	Mumbai
Retail - Project Manager	8-10 years	Bangalore
Department Manager - Max Retail	3-6 years	Delhi/NCR
Assistant Store Manager / Store Manager - Max Retail	5-10 years	Delhi NCR & Lucknow
Divisional Manager- Retail Operations	10-15 years	Qatar

Job Placements
(Up to 3 per issue)

CONTACT

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EMAIL MARKETING BEST PRACTICES

Effective Email Marketing requires engagement from the client, email campaign software provider and publisher

Executive Summary

Introduction:

Email marketing has moved from the early days of excitement because of its low cost, to its abundant abuse, leading to spam. Since then email service providers have developed extensive processes and technologies to keep spam out and deliver only relevant emails.

This combined with regulations like the CAN-SPAM act have helped email marketing emerge again as a highly effective marketing tool. Smart email marketers are using best practices that enable them to derive a high return from their campaigns. Several of these best practices are discussed in this paper.

Unknown to many is the fact that even today Email Marketing delivers higher ROI to marketers than display, search or even social media marketing.

Case Study Background:

Myntra.com is India's largest retailer of personalized items. Its products include personalized T-shirts, mugs, wallets and other accessories. Myntra was exploring several marketing options for its products, including offline options like retail pop-up stores to online marketing options like display, social media marketing and email marketing. The challenge with email marketing was identifying good partners who could deliver the right audience and good email infrastructure and processes to ensure deliverability, reporting and eventually sales.

Challenges and Solutions:

Myntra partnered with iCubes, the leading Email Campaign Management Services Provider and utilized its sophisticated Email Campaign Management Solution to ensure high deliverability and comprehensive reporting.

The challenges in email marketing spin around getting the right audience, delivering the right message (creative and subject line), being able to reach them (deliverability) and measuring the right metrics (measurability) to understand the effectiveness of the campaigns.

Appropriate and clever email creatives were developed to target the audience. 6 % – 10% open rates were achieved on almost half a million users and immediate spikes in sales were observed.

iCubes in turn short listed and partnered with TradeBriefs.com, the leading distributor of business news and analysis in the country. Its audience of young and mid-level working professionals was a perfect match for Myntra's products.



Methodology followed:

When Myntra tested email marketing initially, the prime focus was customer acquisition. So all the initial campaigns were released across multiple publishers and the primary assessment was the click-through and the conversions (registrations).

In the later phase, depending on the product offering and the commercial value, they decided to switch between various publishers who were really performing in phase 1. All the publishers whose databases showed below average (less than 5 % open rate) were weeded out and the current mailing is restricted to a finely tuned pool.

In this phase, the real sales that happens on each of the databases is also an evaluation factor in addition to the opens and clicks. **Also, publishers like TradeBriefs offer a guaranteed open rate that reflects the confidence of the publisher in their audience and takes some of the risk away from the advertiser.**

Currently almost 80 - 90 % of the marketing spend is online, in which around 60% is spent on email marketing.

Future Options:

Future strategies for Myntra include segmentation and re-targeting. The first email for a specific product can be sent to an audience with a specific profile (age group, income strata, cities, etc). A second email can be sent with a special discount offer only to those who opened / clicked on the first email (high interest target group). *Also behavioral retargeting was initiated across those members who have responded to similar category product offering in a selected time span.* This leads to higher conversion rates as an attractive offer has been extended to a highly targeted audience.

Client Testimonial

Our key Objective was to find a partner who can provide a transparent and robust reporting matrix and recommending quality 3rd party data bases across verticals which can generate ROI meeting our expectations. I should say the iCubes TradeBriefs combination really worked for us for the specific product group targeted; not only in reaching a niche segment but also meeting our sales objectives.

Ashutosh Lawania

Myntra.com



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