

# Lyris Helps Bowers & Wilkins Boost Music Club Membership

## ABOUT:

Based in Worthing, West Sussex, Bowers & Wilkins is a UK company that produces some of the world's most advanced and high quality hi-fi and home theatre speakers. Part of the B&W Group Ltd., which also includes Rotel and Classé audio, Bowers & Wilkins supplies cutting-edge home cinema, hi-fi and iPod speakers to the likes of Abbey Road Studios, and its equipment is enjoyed by music lovers everywhere. Bowers & Wilkins also manufactures car audio systems.

## BUSINESS CHALLENGE:

In May 2007, Bowers & Wilkins launched its Society of Sound Music Club, a subscription-based service where members benefit from exclusive access to high quality music downloads from the latest artists. Created by the musician Peter Gabriel; the winner of this year's Polar Music Prize, the Bowers & Wilkins Music Club aims to provide users with albums recorded at the state-of-the-art Real World studios, near Bath. Previously, Bowers & Wilkins had found it difficult to gain traction for its Music Club service and consequently, they sought to deploy an email campaign that not only drove user interaction, but also specifically targeted their desired audience.

## SOLUTION:

Bowers & Wilkins had already worked successfully with Lyris for a number of years, including on campaigns for the promotion of its Zeppelin iPod speakers. To drive interest in its Music Club service, Bowers & Wilkins used Lyris to create, segment and target mailing lists, while taking into account changes in recipients' preferences. Another crucial element of this campaign was Lyris' 'trigger email' programme, which allowed Bowers & Wilkins to send recipients an additional follow-up email with information on how to sign-up for its newsletter. Since working more closely with Lyris, user interaction on the company's Web site has more than doubled.

## BENEFITS:

Using Lyris, Bowers & Wilkins is able to:

- Generate and refine mailing lists based on updates and changes to user profiles;
- Send highly targeted and relevant emails to customers with information about its Music Club and how to join;
- Improve deliverability rates leading to an increase in the open rate of messages;
- Track where members are engaging and spending time on the website; and
- Create reports that show members' topic/product interests.

## LYRIS HQ OPPORTUNITIES:

In addition to using Lyris to help double the amount of visitors to the Bowers & Wilkins Web site, the company also wants to leverage the targeting capabilities of Lyris to improve the feedback it receives from customers. This will allow the company to ensure it is targeting those people who most want to receive its messages and information.

“When we launched the Society of Sound Music Club we were determined that it would provide our members with the highest quality downloads and an archive of beautifully recorded albums; each chosen by Peter Gabriel's Real World Studios and delivered in high fidelity sound. It was crucial to communicate to potential members the benefits of joining our Music Club and in order to do so we needed an email marketing solution that would improve targeting, deliverability rates, track engagement hot spots and deliver reports to analyse member preferences. Lyris' email marketing delivers on all counts”

David Williams  
Digital Manager  
Bowers & Wilkins



Example of email program