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Lucini&Lucini Communications Group has launched Video ADSender, in the sphere of email marketing, for its India client base. Video ADSender, built on cloud-based email acquisition and delivery architecture, is a sophisticated web-based platform that allows marketers to fully optimise the impact of their email marketing campaigns.

Created and optimised by Lucini&Lucini's in-house technology team, Video ADSender is an innovative product that delivers video embedded email messages and allows advertisers to garner more customer attention, increase consumer engagement and drive-up the conversion rates thus multiplying sales and ROI(Return on Investment).

As an embedded video platform, Video ADSender allows advertisers to share videos of any size with their target consumers without occupying any additional space in their mailbox or impacting the speed of delivery and download. Users can play and watch videos, even when on the go irrespective of the device, operating system and email services they rely upon. The platform also allows a user to go directly to the landing page of the video if they so desire.


Video ADSender operates in real-time to instantly detect and identify the email client at the user's end, as soon as a message is opened. Real-time report and analysis of the type of device and the client's operating system guarantees correct display of the video content, thus ensuring higher levels of user engagement. The platform has an added capability of effectively identifying bandwidth concerns and other email constraints enabling Video ADSender to play GIF as a back-up without any initiation from the user.

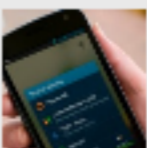
Kalpna Rathore, General Sales Manager at India for Lucini&Lucini said, "Lucini&Lucini is the leader in performance email marketing and our proprietary technology platform- ADSender delivers more than 100 million emails a day, reaching out to a wide database of over millions 26 million profiled users in India. Video has emerged as a key online content format that is easy to consume and understand thereby allowing marketers to offer a personal touch and deliver their brand messages in interesting storytelling formats. We decided to marry the two mediums to create an effective communication vehicle which would not only become the biggest driver of ROI in the form of emails but also the highest driver of user engagement in the form of videos."


She continued, "By utilising the Video ADSender, we believe our clients will be able to redefine the way they interact with their audience. Our numbers seem to confirm the effectiveness of the product. With an average of 100 million emails sent each day and a total of 50 billion for the year 2014, it has led to the objective of 20 thousand successful campaigns."


The architecture of Video AdSender is primarily based on three top-level geographically distributed data centres located in Silicon Valley, Dublin and Milan, designed specifically to satisfy the needs of agencies and advertisers, in order to manage the large database of clients and maximize the impact of each email marketing campaign. Furthermore, with Video ADSender, advertisers can re-target their communication, based on users' response.

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