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Lucini&Lucini launches cloud-based e-mail marketing platform for India

By [afaqs! news bureau](#), afaqs!, New Delhi | In [Digital](#)
| August 20, 2015



Called Video ADSender, the platform 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.

Lucini&Lucini Communications Group, a global leader in e-mail marketing and lead generation, has launched Video ADSender - its first product in the sphere of e-mail marketing - for its Indian client base. Video ADSender, built on cloud-based e-mail acquisition and delivery architecture, is a sophisticated web-based platform that allows marketers to fully optimise the impact of their e-mail marketing campaigns.

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

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 e-mail services they rely upon. The platform also allows a user to go directly to the landing page of the video, if they so desire.

Designed on sophisticated architecture, Video ADSender operates in real time to instantly detect and identify the e-mail 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 e-mail constraints, enabling Video ADSender to play GIF as a back-up without any initiation from the user.



Kalpana Rathore

Commenting on the launch, Kalpana Rathore, general sales manager, India, says, "Lucini&Lucini is the leader in performance e-mail marketing and our proprietary technology platform-ADSender delivers more than 100 million e-mails 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 e-mails, but also the highest driver of user engagement in the form of videos."

She further adds, "By utilising 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 e-mails sent each day and a total of 50 billion for the year 2014, it has led to the objective of 20 thousand successful campaigns. Industry estimates also validate Lucini&Lucini's belief in this innovation in e-mail marketing. Research indicates promising results from inclusion of videos in e-mail marketing, leading to a 55 per cent increase in click-through rates, 44 per cent more time spent reading e-mails, 41 per cent more e-mail sharing and forwarding, 24 per cent increase in conversion rates and a return that is 280 per cent higher than traditional e-mails."

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 maximise the impact of each e-mail marketing campaign. In addition to video content, Lucini&Lucini has worked and developed behavioural targeting technology over the last 10 years, as advertisers today are increasingly keen to target consumers more sensitive to specific content. Lucini&Lucini foresees behavioural targeting to be the real value addition in the field of e-mail marketing in 2015; with only a few companies across the world having the capability to provide adequate services. Furthermore, with Video ADSender, advertisers can re-target their communication, based on users' responses.

Lucini&Lucini claims to possess a wide database of over 26 million profiled users with close to 30,000 registrations happening on a daily basis. Unlike a majority of e-mail marketing publishers, Lucini&Lucini uses its own database, which is completely opt-in, and has stringent unsubscribe rules. A 100 per cent opt-in database ensures that users share their exact profile, thereby, guaranteeing better quality audience for targeting with detailed segmentation, higher conversion rates and superior performance.

In India, Lucini&Lucini is working with over 500 clients, across BFSI, lifestyle, hospitality, FMCG, jobs and education, automotive and matrimony verticals, and claims to be serving over 1200 million impressions per month. Lucini&Lucini's India client book includes brands like Hyundai, Maserati, Levi's, Amazon, Frankfinn, ICICI Bank, Standard Chartered, American Swan, Volkswagen, Honda, Baileys, Heineken, Audi, BMW, Cisco, HP, Ikea, Burberry.

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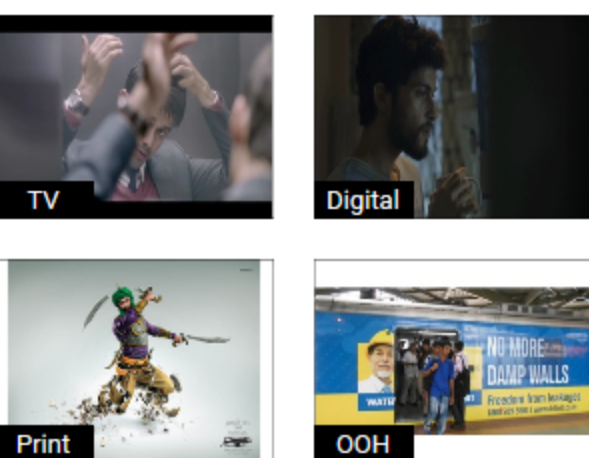


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