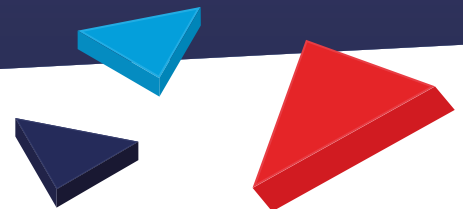


The power of Marketing Automation

# 90% time savings due to data- driven 1-1 email template



## 90% time savings due to data-driven 1-1 email template

By using a data-driven e-mail template, KLM has realized a time saving of 90%. Within a fraction of the original time, KLM is informing more than 10 million readers worldwide about the new iFly KLM Magazine in more than 230 countries.

### Worldwide distribution

Since 2008, KLM has been publishing its iFly KLM Magazine in three different languages (Dutch, English and German). Customers are informed of each new magazine by an e-mail which is sent in three languages and personalised according to sex, name and membership of Flying Blue, KLM's frequent flyer programme. The composition of these different email messages is highly complex, partly due to the additional needs and requirements imposed by the various participating countries.

In 2015, KLM got the ambition of producing the magazine in two

additional languages (Spanish and French), so that global coverage would be possible. This was not possible with the existing tools and processes because it would result in unjustifiable extra production hours.

### Data-driven e-mail template

Ternair build a data-driven e-mail template. Instead of a multitude of separate e-mailings, a dynamic template is now used that takes into account: 5 language variants; 22 time zones; 230 countries with their own URLs (landing pages); 2 memberships (Flying Blue and Whitewing); 4 Flying Blue status levels.

**“Ternair has extensive experience and professional knowledge about e-mailing data processes that fits in well with our requirements and wishes. We are an international marketing organization and send the iFly KLM Magazine to 10 million customers worldwide. Everything has to be correct in the e-mails, they have to be sent in a tightly regulated time schedule to manage the loads on the servers and fit within the local e-mail schedules. Ternair enables us to manage all this complexity while quality is guaranteed and costs remain manageable.”**

**Marc Jansz**

**Customer Media Manager KLM Royal Dutch Airlines**



Ternair enables a quick and easy set up and scheduling of flowcharts as well as the automatic execution of data-driven campaigns. The campaigns are fully data-driven, using dynamic templates that allow all components to be configured according to the combination of country and language. The campaign distinguishes between existing readers of the online magazine and new ones. A welcome e-mail or initial e-mail is sent automatically, taking account of different time zones.

### **Time saving of 90%**

Since the implementation, significant time savings have been achieved. Through a combination of the smart use of various KLM data sources and the specific user design of the Ternair

Marketing Cloud, it is now possible to inform all customers across the world about the new magazine in a fraction of the time it used to take.

To enhance the customer experience even further and to attain higher levels of engagement, KLM would like to make greater use of the Ternair functionalities and place more focus on personalising their e-mails and the magazine in the near future.

### **About KLM**

KLM Royal Dutch Airlines is a worldwide fly operator based in the Netherlands. KLM has a broad media portfolio that features the iFly KLM Magazine, the airline's award-winning digital travel magazine.



Think free. Build fast. Connect easy.

# Let's get started



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