

Atout France generates  
e-newsletters automatically from its website  
using MailPerformance



## E-marketing performances booster

A solution built by marketers for marketers

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## Atout France generates e-newsletters automatically from its website using MailPerformance

**With MailPerformance, Atout France, the official body promoting France as a travel destination, has revolutionised its working methods by creating and optimising a true e-marketing strategy.**

To promote France as a destination, but also to unite tourism professionals, in 1998 Atout France developed an Internet site centralising all information that would be useful when preparing a trip to France. Very quickly, the organisation came to understand the importance of email as an information and sales channel, alongside traditional paper-based methods.

### **Choosing a customised, high-performance solution**

Operating in a highly competitive environment, amongst tourist organisations from other regions, Atout France had to devise an ambitious e-marketing strategy to gain its share of the tourism market. For this reason it sought a professional partner.

As Laurent Roumani, Director of New Technologies and Information, says: *'We were looking not only for a company to develop our content management system, but also one capable of devising a tool to automate the creation and mailing of newsletters'*.

In 2003, after a detailed analysis of different proposals, and with highly technical requirements, Atout France chose to appoint a specialist in multi-channel direct marketing, **MailPerformance, the only ISO 9001-certified platform, to develop the website franceguide.fr and set up marketing actions online via email campaigns and newsletters.**

Firstly, a dynamic and collaborative information system was developed. This resulted in a customised content management system, which enables each content manager, according to his role at Atout France and the location of his office, to publish text and image content, news and advice.

To facilitate the work of teams in offices spread across all continents, MailPerformance created a powerful technical capability: **multi-language management**, which has to be in the language of the local market. With this tool, it became possible to design e-newsletters in non-Latin languages.

By centralising and homogenising its communication *online*, Atout France has been able to generate traffic to its website and customise its messages to an international and diverse public. This ranges from website visitors to tourism professionals and journalists, many of whom are ideally placed to pass on the key messages of the brand in powerful ways. By tailoring its communications to each type of visitor, Atout France has ultimately attracted traffic to the site and increased the number of members.



Created in 1987 and placed under the authority of the Minister of Tourism, Atout France is a Group of Economic Interest, responsible for the promotion of France at home and overseas. It reflects the interests of a partnership between government, local government, private stakeholders in the tourism sector and those in large economic sectors.

With 89 personnel, the head office in Paris is responsible for co-ordinating the operations of Atout France across the world. It is run by a head of department and five other managers. There is also a Strategy and Forecasting service.

Representatives abroad are responsible for initiating and facilitating the promotion of France in their various markets: 280 people in 35 offices set up in 29 countries, with activity in 40 countries on five continents.

<http://uk.franceguide.com/>



## A better understanding of customers' needs creates more targeted messages

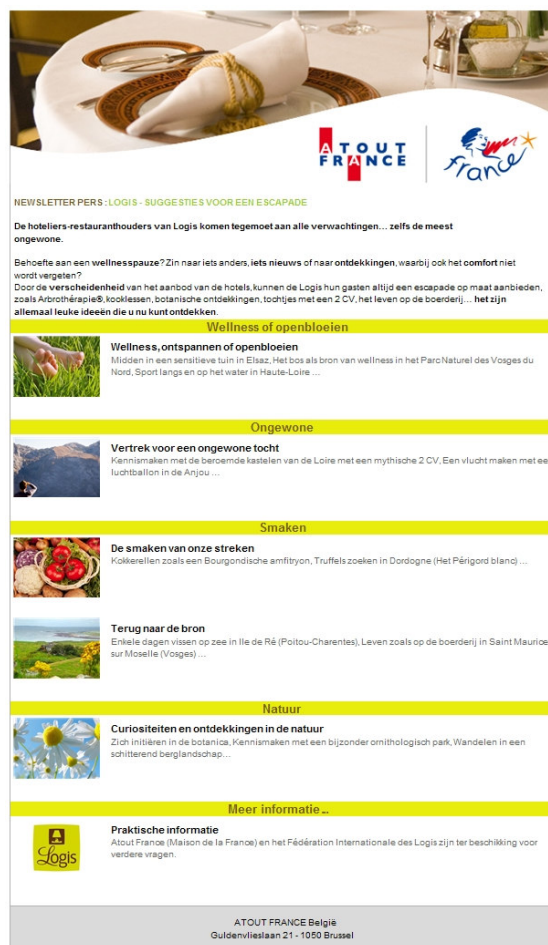
In 2004, delighted with the success of its strategy to date, Atout France launched an even more ambitious marketing plan for the 2005-2010 period, with email strategy playing a key part. Atout France once again sought the assistance of NP6-MailPerformance.

A tool was created to retrieve content from the content management system in order to generate and customise the different newsletters automatically via Web Services technology. The newsletters are sent to a database of 1.5 million registered members, segmented by market, bringing quality targeting from an expert solution. The marketing teams of Atout France also have access to behavioural information that allows them to create newsletters based on each prospect's behavioural profile and according to response, such as click or open rates, or the areas of interest expressed or observed.

Laurent Roumani explains, 'We are moving towards increasing segmentation and targeting at the time of creating our mailings... Today, our focus is no longer just on the feedback from our subscribers and offices about the information in the e-newsletter, but on optimising and qualifying the offers and content so that they correspond exactly with the interests of the subscriber.'

The solutions that have been introduced over the last five years have simplified the work processes in Atout France's offices: 'The system for simplifying the integration of content has allowed us to automate procedures and use technical functionality in a way that was previously impossible.'

Going forward, the marketing strategy of the offices will include not only more involvement with the creation of questionnaires and competitions, but also with advanced viral marketing techniques.



The screenshot shows an email newsletter from Atout France. At the top, there is a header with the Atout France logo and a small image of a plate with a napkin. Below the header, the newsletter content is organized into sections with yellow highlights:

- NEWSLETTER PERS : LOGIS - SUGGESTIES VOOR EEN ESCAPADE**
- De hoteliers-restauranthouders van Logis komen tegemoet aan alle verwachtingen... zelfs de meest ongewone.**
- Behoeft u aan een wellnesspauze? Zin naar iets anders, iets nieuws of naar ontdekkingen, waarbij ook het comfort niet wordt vergeleken?**
- Wellness of openbloeien**
  - Wellness, ontspannen of openbloeien**
  - Midden in een sensatieve tuin in Elzas, Het bos als bron van wellness in het Parc Naturel des Vosges du Nord, Sport langs en op het water in Haute-Loire ...
- Ongewone**
  - Vertrek voor een ongewone tocht**
  - Kennismaken met de beroemde kastelen van de Loire met een mythische 2 CV. Een vlucht maken met een luchtballon in de Anjou ...
- Smaken**
  - De smaken van onze streken**
  - Kolkerellen zoals een Bourgondische amfityon, Truffels zoeken in Dordogne (Het Périgord blond) ...
- Terug naar de bron**
  - Eenkele dagen vissen op zee in Ile de Ré (Poitou-Charentes), Leven zoals op de boerderij in Saint Maurice sur Moselle (Vosges) ...
- Natuur**
  - Curiositeiten en ontdekkingen in de natuur**
  - Zich verliezen in de botanie, Kennismaken met een bijzonder ornithologisch park, Wandelen in een schitterend berglandschap...
- Meer informatie ...**
  - Praktische informatie**
  - Atout France (Maison de la France) en het Fédération Internationale des Logis zijn ter beschikking voor verdere vragen.

At the bottom of the newsletter, there is a footer with the address: ATOUT FRANCE België, GuldenVlieslaan 21 - 1050 Brussel. Below the footer, there is a small disclaimer in Dutch: 'U hebt deze e-mail ontvangen aangezien u geabonneerd bent op de nieuwsbrief van ATOUT FRANCE. Om uw persoonlijke gegevens te bekijken, ga naar uw persoonlijke account op de website. Indien u deze nieuwsbrief niet meer wenst te ontvangen: [Ga terug van het abonnement](#).' The copyright notice 'Copyright 2008 ATOUT FRANCE' is also present.

## About MailPerformance [www.mailperformance.co.uk](http://www.mailperformance.co.uk)

MailPerformance is a powerful and user-friendly solution dedicated to managing email and text campaigns. It is also the only broadcasting platform whose organization has ISO 9001 quality certification in Europe. With over 10 billion emails sent in 2008 and one of the best deliverability rates in the market, MailPerformance is one of the leading European broadcasting solutions. Based in France and now the United Kingdom it manages the email marketing campaigns of over 300 customers.

Clients include Microsoft, Total France, Reader's Digest, OCE, Dogs Trust, Endsleigh, Agent Provocateur, Game Account, Victor Chandler, Ogilvy, American Express,...