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The Funky Group launches web-based alerting tool

Online hair and beauty retailer, The Funky Group, adopts web-based tool from elertz so customers receive instant alerts of new products or information.



The Funky Group, which specialises in providing GHD straighteners and prides itself on offering the widest range of hair and beauty products, approached **elertz**.

As Chris Jack, Managing Director, The Funky Group, explains: "With ever changing product ranges and new products coming out all the time our catalogues were becoming obsolete not long after they were printed. With elertz we can inform our clients direct to their desktop about any new products that appear on our site. With new ranges appearing all the time elertz is the perfect medium to convey that information to our clients.

"With online communication increasingly failing to reach consumers (20% of emails get opened and we still have to pay for the other 80%) or being filtered out as spam, marketers now face a dilemma. Consumers still demand the speed of service the Internet offers, but increasingly they want to control the experience, and this is where elertz can help organisations like us excel."


Having experienced poor open rates through recent email campaigns and seeing limited traffic generation from RSS feeds, The Funky Group realised that it needed to adopt the latest technological developments to engage with its customers.

Jack adds: "We examined other options alongside elertz, but as the only option to enable us to engage in an interactive relationship with our existing and prospective customers, elertz was the clear choice; we've found the solution easy to set up, discrete and, most importantly, the targeting is 100% relevant to our consumers."

The elertz technology will enable The Funky Group to interact with consumers through the delivery of instantaneous alerts to a user's desktop without being intrusive or clogging up inboxes. Registered users will receive an alert within 30 seconds of the information they are interested in becoming available on The Funky Group's website.

Jack concludes, "We have a very positive relationship with elertz and feel that their offering presents us with a unique opportunity to both maximise our interaction with

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our existing customers and reach new customers. As the Internet continues to undergo significant development, we are keen to maintain our relationship with elertz and provide our customers with a first-class efficient service."

www.elertz.com

www.thefunkygroup.com

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WFCAs has created, planned and bought the media for Bathstore's Winter Sale campaign, which breaks on national TV on December 23.
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