

Farncombe Technology
A leading media consultancy

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Farncombe Technology is a leading media consultancy benefitting from the accelerating growth of digital TV technology.

Farncombe asked Think to help them build a community of like minded experts to share the latest thinking from Farncombe and the wider industry.

Think designed a quarterly e-newsletter with up-to-date industry news and in-depth articles, many relating to international conferences that Farncombe and the recipients attended. This maintained Farncombe in the forefront of prospects' minds and encouraged further dialogue on areas of interest.

With the use of advanced mailing features we were able to measure the success of the campaign by tracking email opens, bounces, forwarding and click throughs.

