

### **Mercury Interactive will be HP Software**

This time we are talking to Remco van Dijk, marketing manager at Mercury Interactive. Mercury Interactive is a major supplier of Business Technology Optimization (BTO). Mercury BTO Enterprise is the first software and services suite in the sector which optimizes IT business results. Last year Mercury was taken over by HP, making it market leader in this field.

“As a result of the HP take-over this year, the greatest change in the field of marketing will be the forthcoming name change from Mercury Interactive to HP Software,” says Remco van Dijk. “We will be changing our name from that of a specialist with a good reputation in the test market to the more generic name of HP. The challenge is to generate greater awareness of the fact that HP is also active in software. On the other hand, via the name HP we can in turn generate greater awareness for our product in other markets.”

“The most important step is to inform the market. We will make use of several channels for this. We will inform our existing customers via newsletters and events. Next to this PR is also important in order to be newsworthy. Furthermore it is essential to be visible on the web, so we will focus on the optimization of search engines and we will also utilize search engine marketing. To reach new target groups we will use direct mailings with a call-to-action approach, persuading prospects to register via a website, for example, or by filling in a reply card. In this way we can measure the effect of our mailing.”

For Mercury Interactive the regular customers are the most important target group in the marketing strategy. The company expects to achieve the highest profit via this group by means of cross-selling and up-selling. Over half the marketing will therefore be directed towards this group. Approaching new target groups will also constitute an important part of the marketing strategy. In the past year a marketing campaign targetting these two groups was executed. Remco van Dijk explains, “We sent mailings to both customers and prospects. Listening to a podcast was the call to action of the mailing. An e-mailing was subsequently sent as a follow-up. The results of this campaign were exceptional. We realized a response rate of 11% among prospects. I expected the e-mailing would produce the best results, but in retrospect we observed that the greatest share of the response came from the direct mailing carried out on a selection from the Computer Profile database. As you see, marketing always will be a surprising profession.”