CASE STUDY

Sagacity
Part of Accenture Song

# Optimising Marketing Campaign Performance

Client

**UK Insurance Provider**

Single Customer View

## Client Situation & Impact

With increasing pressures to drive sales across the business, there was a need to improve overall marketing performance across the board to aid with cross sell and policy retention, and to become more agile in campaign execution.

Existing campaign processes meant that any changes to current existing campaigns were manual and often time consuming. Recently there has been a focus on acquiring new insurance books, these need to be seamlessly ingested into the client Single Customer View (SCV) as new additional data feeds.

In addition, any reporting produced on campaign performance was difficult, and not particularly accurate.

SCV Model

Campaign Reporting

Improvements

## How Did Sagacity Help?

The Single Customer View was already being hosted within the Apteco Faststats environment, and so adding in PeopleStage seemed like the next logical step.

PeopleStage allowed them to improve the overall functionality of the actual Campaigns via:

- An increased in personalisation and Dynamic content
- Allowing them to include policy information such as car registration
- The use of Multi-channel Activity seamlessly in one campaign
- Event driven communications based on data and individual interaction with campaigns
- Automation of A/B testing and picking the winning campaign for roll out

## Outcome & Business Benefits

# Optimising Marketing Campaign Performance

Automated communications based around trigger events (i.e. renewal dates and merging brands into one campaign but using digital imagery within the creative) created an overall reduction in resource requirements for managing campaigns. We saw an increase in response rates through increased relevancy and timely communications.

There were also CPA reductions and ROI increases achieved, in part, by automatically maximising cheaper channels before using expensive channels and ensuring a customer is not targeted through multiple channels at the same time.

Campaign outcomes are available in almost real-time and fed-back regularly into the SCV. This helps create more accurate reporting and campaign interaction variables that can be used in future selections.

The use of dynamic look-ups allows client data to be assigned to specific branches or brands, in order to adhere to PII contractability rules.