



Winbacks at >10% Fuel Topline Growth for a Retail Client

Through a marketing war room, we reactivated customers at scale – winbacks at >10% really fuel topline growth for a retail client

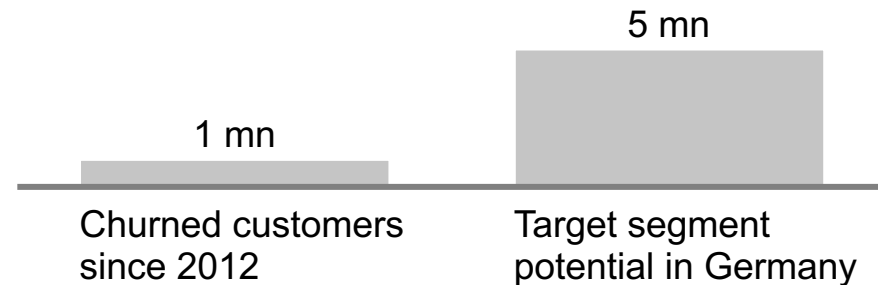
Situation

Call for growth

- Stagnating core business
- Underinvestment in marketing in recent years

Opportunity

- Attractive customer base (ARPU and Churn)
- Headroom with addressable market , mn



Approach

- Pursue two avenues for growth
 - Reap upside from reactivation of existing loyal customer base
 - Expand into new/younger customer segments

Solution and impact

Reactivation

- Scrum team set up to deliver insight-led campaigns
- Agile testing of offline (e.g., print) and digital measures (e.g., NL)
- Scaling of successful pilots for impact

New customer acquisition

- Engagement of relevant partners to create new and innovative content to attract new/younger customer segments

Stoyo

onetwo
social

sociomantic
from durhamby

Infrastructure

- Bring in external experts to fix key enablers e.g., tracking and optimize ongoing online marketing measures e.g., SEA

PERFORMANCE
MEDIA

LeROI

Performics

- Immediate impact¹ realized in 3 months
 - ~15K customers reactivated
 - Sales uplift of EUR ~3mn Agile way of working established
- Partners for content & new channels introduced
- Key infra-structure enablers addressed

¹ Only first 2 measures, over half a dozen more currently in development

In order to deliver the proof of concept for Acquisition and Retention, we initiated 24 different tests and delivered first results within 4 weeks



Acquisition

- ~50 potential measures across all channels
- Very diverse in terms of time and resources required
- Update constantly with input from relevant stakeholder

- Content Marketing Platform (Taboola)
- Viral videos (Stoyo)
- Print Direct Mail (Deutsche Post)
- Facebook Live format
- E-Mail prospects (insight-led)
- Referral campaign (Aklamio)
- TV window/campaign
- Social Video
- Facebook retargeting based on fb tracking pixel

- Facebook 2-step/funnel test
- Display prospecting/retargeting (Sociomantic)
- Content Marketing
- Influencer Marketing

- Facebook base test (paid post A/B)
- Facebook granular targeting
- Youtube TrueView plus Bumper Ad

Retention

- E-Mail 2nd Purchase Trigger
- E-Mail Basket Snappers (insight-led)
- E-Mail long-time inactive (>3 years)
- Print Direct Mail Long-term inactive (>3 years)

- E-Mail Newsletter Reactivation Reminder
- Print Direct Mail Reactivation
- Outbound Call, trigger 2nd purchase

- E-Mail Newsletter Reactivation

Deepdive 1; 6 weeks to deliver proofs of concept for NL & print mailings followed by 6 weeks to scale up successful pilots

Format Pilots for reactivation of inactive customers – 6 weeks

@

E-Mail

Customers contacted



30,000

Results

- CR: 2.5%
- FS-Uplift: EUR 55,000
- Reactivated customers: 782



Scale up – 6 weeks

Customers contacted

180,000



Results

- FS-Uplift: EUR 320,000
- Reactivated customers: 4,700

✉

Print



20,000

- CR: 6.0%
- FS-Uplift: EUR 116,000
- Reactivated customers: 1,100

190,000



- FS-Uplift: EUR 1,078,000
- Reactivated customers: 10.200

Current uplift only includes One-time effect;
Total CLV still to be calculated



Deepdive 2; Facebook test results show huge upsides from granular targeting – yet, not directly driving customer conversion and sales

Effects of granular targeting



- Video post in hard goods
- 31k impressions
- 250 EUR Budget

Results

	Average
Clicks	917
CPC	0,27 €
CTR	2.9%
Sales	52 €

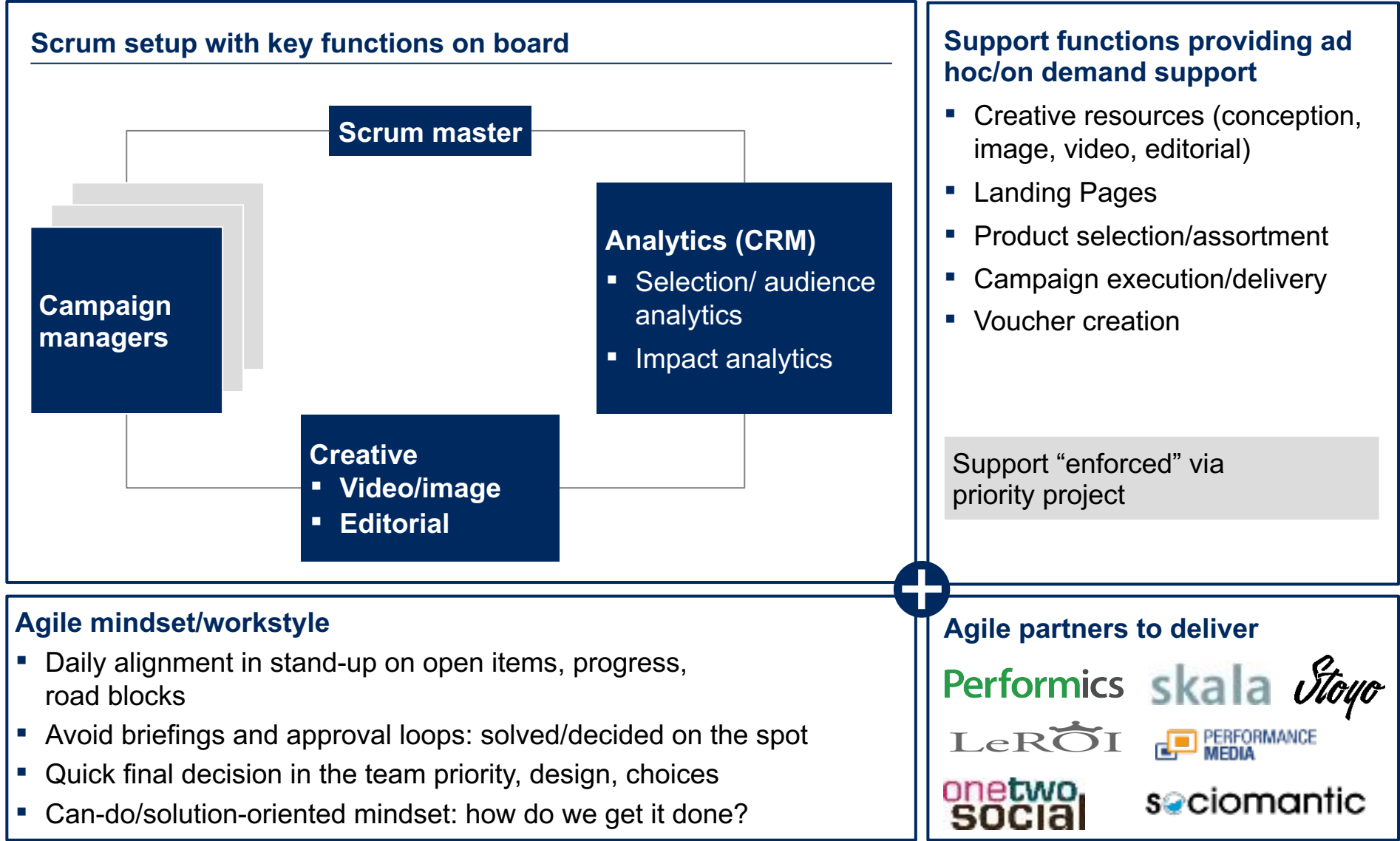
Break-down by audience

	Channel 1	Channel 2	Channel 3	Channel 4	Channel 5
CPC	0,10 €	0,44 €	1,82 €	0,32 €	0,41 €
CTR	4.6%	1,9%	1.0%	2.6%	2.1%

Factor 5 in CTR at 6% of the cost

- Huge upsides from iterative testing and de-averaging: Increase click conversion by up to 5x while reducing click costs by up to ~95%
- Facebook so far only drove mid-funnel activity
- No proof of concept, yet, for acquisition conversion/sales
- Multi-step approach to be tested next to push customers to initial purchase

4 elements were pivotal to quickly deliver impact via Agile War Room



- Key success factors were**
- Analytics as part of the team: robust test design and holistic review of campaign success, first step towards insight-led approach
 - Quick on the spot decision-making (no briefings, no approvals)
 - Bypassing of standard procedures to get required execution support
 - Involvement of small, flexible partners to deliver tests