

Case Study

Campaign Management



Delivering a CRM strategy to drive campaign management efficiencies and improve CRM commercial performance

Increase ROI from CRM activity

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Challenge

Our client, a leading grocery retailer, was sending out 30+ campaigns a week and millions of untargeted emails without really understanding how they were performing. Basically, no CRM strategy, so that's what Webalytix was brought in to deliver.

The key requirements were to manage their internal CRM department, help them dramatically reduce the time spent on campaign management, set up automated campaign tracking & reporting and ultimately increase the revenue and ROI delivered by the team.

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Solution

- We were brought in by a (rather distressed) client at very short notice, so we needed to be very dynamic and flexible.
- We created an integrated team for the client combining a blend of resource and skills covering analysis, reporting, campaign management and strategy.
- Initially we completed an audit of all their current CRM processes, so we could understand what was currently in place. This helped us determine where we could deliver some 'quick win' improvements as well as establishing a long-term roadmap and strategy for their CRM team.

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Solution

Over the initial 6 months we delivered several key projects and initiatives which have made a significant improvement to the team, their ways of working and, importantly, their commercial performance.

Key deliverables included:

Development of a CRM strategy with a clear set of objectives, KPI's and targets for the team

Design and delivery of a series of dashboard reports to track individual campaign effectiveness as well as the overall CRM impact

Optimised and improved the performance of a series of strategic campaigns (incl. Welcome, Engagement and Re-activation campaigns)

Streamlined campaign management processes which have dramatically improved the time it takes to deliver campaign activity

Improved understanding of customer behaviour and campaign engagement to reduce 'wastage', improve targeting and deliver more ROI from campaigns

Structured 'Test and Learn' plan to ensure that campaigns are continually optimised on an ongoing basis

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Results

We are now into our 2nd year with the client and act as their in-house team, providing a flexible and dynamic team of 4 people through a mix of on-site and remote support. The stats:

- Reduce time to deliver campaigns by up to 50%
- Saved over £100k per annum in 'wasted' comms
- Optimised strategic campaigns which now deliver ROI in excess of 5:1
- Overall CRM incremental spend of £10M+ per annum
- A very happy client

£100k saved
per annum in 'wasted' comms

reduction **50%**
in time to deliver campaigns

+5:1 ROI
on optimised strategic campaigns