Case Study
Data Driven Marketing

webalytix

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

Driving performance through customer insights and marketing analytics

1

Challenge

A European river cruises operator wanted to implement an ambitious customer-centric marketing strategy to achieve their objective to become market leader in the river cruise space. With limited learnings from previous direct marketing activity and stretched resource in-house, they were seeking a partner with the right data and analytical expertise to help them:

• Drive direct marketing investment whilst minimising risk

• Increase brand awareness in a highly competitive space

• Become market leader in the river cruise sector

A clear starting point and measurable objectives enabled us to set a course for our solution.

2

Solution

Webalytix developed a customer segmentation to identify the key target audiences driving the most value for our client. Prospect models were built for the agreed target customer segments and these were used to develop off and online brand awareness campaigns. These were then followed-up with a direct mail and email acquisition campaign. Detailed segment profiles ensured the campaign content and offers were tailored to each audience. The campaigns include a test and learn strategy to optimise the performance over time.

Segment	New Prospects	Percent
1	2.0M	40
2	1.0M	20
3	1.0M	20
4	0.7M	13
5	0.2M	4
6	0.2M	4
Total	5.1M	100

Case Study
Data Driven Marketing

webalytix

3 Approach

Our approach in addressing the client's challenges was:

> 1. Analysing exising customers to create a bespoke segmentation that also identifies customers and prospects with the highest potential value

> 2. Applying the segmentation to a prospect pool built for the client to form targeted groups for online and offline campaigns

> 3. Maximising the relevance and appeal of personalised marketing messages to each group based on demographic and behavioural data

> 4. Establishing processes and data capture mechanisms to generate a wealth of consumer data for the client

> 5. Providing an end-to-end data service including sourcing, segmenting and planning – reducing wastage and giving them access to higher quality data and better results

> 6. Setting up reporting to track effectiveness of the marketing campaigns and help optimise them

4 Results

Over the past 4 years our work with the client has helped them to

- Campaigns tripled new business performance
- Created a 50% year on year growth in acquisition
- Transformed company's marketing approach to be customer centric
- Optimised their marketing spend
- Delivered relevant and timely marketing communications

50% Year on year growth

Increase x3

in business performance

Nr 1 World leading brand

Webalytix helped the client become world's leading river cruise line