

Case study - The Impact of event triggered email

RedEye's dynamic event-driven email application enhances William Hill's acquisition success.

Executive summary

William Hill's core business is the provision of gambling and betting activities. To do this successfully, it is imperative that they constantly acquire new registrations of people wanting to bet via the William Hill web site www.WilliamHill.co.uk.

Central to the acquisition strategy is the appropriate use of online media to generate prospects and new customers. In order to maximise the acquisition return on investment (ROI), William Hill identified a need for an email marketing campaign to convert new customers, into account depositors. (It's not possible to place a bet until an initial deposit is made in to a betting account, therefore a registration should be regarded as an intention to bet. People who only register are regarded as new customers that William Hill wish to a) ensure they successfully deposit funds, b) are aware of all service features and c) are aware of forthcoming events.)

Initially, it was relatively straight forward for William Hill to send emails to their hot prospects from time-to-time, but the business felt that a lack of detailed targeting and selection criteria, issues of frequency and timing of delivery, together with the time and effort needed to manage the process was significantly damaging the conversion rate. A business need was established for a more effective solution.

Over a period of months, William Hill tested RedEye's new and unique event-driven email tool (RedMail) and gained significant improvements in the number of new customers recruited with a favourable return on investment.

"RedEye has allowed us to do targeted marketing in the quickest and most effective way possible... By using RedEye's advanced automated email tool, William Hill is able to communicate effectively with very important customers."

Peter Nolan, Group Director, Marketing, William Hill

The issue

William Hill was concerned that their acquisition programme generated a steady flow of hot prospects (registrations) and wished to maximise betting turnover by increasing the number of depositing customers (making an initial deposit in their William Hill betting account).

The current solution was proving to be too inflexible with regards to targeting, and was time consuming to implement and manage. ROI was not being maximised and the customer experience could be improved upon.

Hypothesis

It was felt the business wasn't communicating quickly, regularly or effectively enough with their new registering customers. It was agreed that a new email communication programme would be tested.

An initial email would be sent shortly after a registration was submitted and whilst the William Hill brand was likely

to be remembered by an individual. Three follow-up emails would target those people who didn't convert within a specified period.

Case study

The results

Using data collected by RedEye (see appendix 1.1 for details of tracking method) a rules-based segment was created for hot prospects – people that had been to the site and registered, but had yet to make an initial deposit.

The segment was split on a 1-in-n basis to form 4 cells; three of which would receive targeted emails and a control cell. Different creative propositions and treatments were developed for the mailing cells, whilst members of the control cell received no emails - *allowing*

the incremental number of initial deposits generated by the email campaign to be measured. Furthermore, by utilising behavioural data each person was sent an email in their preferred language (there are 8 language versions of William Hill's web site).

Four days later, a follow-up email was automatically dispatched to everyone who had still not made an initial deposit (again, excluding the control cell), and two subsequent emails were sent a week apart if no initial deposit was still forthcoming.

Results

The following conclusions can be drawn:-

1. The email programme was nearly five times more likely to generate an initial deposit (from registered users that had not deposited) than if the client had sent them no email communication.
2. 1.2% of all initial deposits were generated as a direct result of the email programme. This represents a significant number of new customers for a business of William Hill's size.
3. The ROI for the initial stage of the project, based on the normal cost of new client acquisition, was 125%.
4. The arrival rate to the initial emails was 9.4%, to follow ups we saw clickthrough rates of up to 5.4%
5. Creative tests showed that a mixture of service led and event led e-mails optimised response rates.
6. The campaign was two and a half times more likely to convert a customer because of the automated follow up emails.

Conclusion

Using RedEye's profile and segmentation rules to dynamically generate segments and email cells is a very effective solution to make email marketing timely and highly targeted. In addition and perhaps more importantly, it's also exceptionally efficient with regards to minimising cost and effort, leaving marketing teams with more time to focus on analysis, testing and evolving the strategy to drive the business forward.

By using RedEye's unique tracking, reporting and segmentation tools, combined with the automated email application, William Hill has been able to recruit a large number of new customers who would otherwise not have been accessible to them. Communicating regularly and with a targeted message greatly increased the conversion rate.

Peter Nolan, Group Director, Marketing, points out that as a result of RedEye's service, William Hill are committed to a systematic and automated communication programme seeking to build client activity on its on-line properties - sportsbook, casino, poker and arcade.

"We invest a great deal of time ensuring that we get the most from all our potential customers, and that we are maximising the return on our media spend. Using RedEye technology and service, we are now able to communicate more effectively with current and potential customers and in a more targeted and efficient way."

Peter Nolan, Group Director, Marketing, William Hill

Case study

Appendices

Appendix 1.1

Tracking Methodology

RedEye's tracking code is installed on every page of the William Hill web site, enabling its software to analyse user movement between different web pages and to deliver and track their media campaigns from exposure through to response.

Using validated cookies, RedEye is able to track activity down to the number of computers, excluding non-human activity, accessing the site – the closest possible to identifying individual people.

Where applicable, and in accordance with the Data Protection Act and best practices, RedEye also capture relevant form data to build a bespoke and powerful database for William Hill.

RedEye take the following steps to make sure that the large amount of data produced by the William Hill site was as accurate as possible:

- all data is cleaned and filtered to remove non-human activity, such as search engine spider programs mapping the site,
- William Hill site engineers and affiliated agencies testing the systems were also filtered, as this activity does not represent true customers,
- the data was then collated on a daily basis into a web-based reporting interface, allowing the analysts to closely follow user response to the William Hill brand and product.

The segments required to produce the lists that are emailed daily are calculated automatically overnight, meaning that information is available from first thing every morning.

The next step

If you want to find out how RedEye can help you get more out of your online business, or if you would like further information, then please feel free to call on 020 7953 0275 and ask to speak to a member of our sales team. Alternatively you can email us at sales@redeye.com. Further information about the full range of RedEye's products and services is also available in PDF format. Please email your request to sales@redeye.com, indicating your areas of interest.