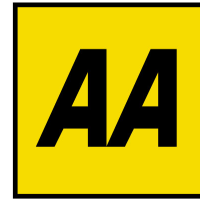


The AA boosts online sales using RedEye technology

1-2-1 email campaign dramatically improves online customer conversion rate



“RedEye’s technology enables us to quickly identify and communicate with a very important segment of potential customers, which in turn has led to a dramatic improvement in our online customer conversion rate. Due to the success of this campaign we now plan to employ this method across our AA products.” said Len Such, Operations Manager at AA.

The Issue

Thousands of users take out car insurance quotes on the AA website every single day but despite registering online for a quote, only a small proportion of these potential customers immediately purchase.

The Brief

The AA wanted to be able to identify these visitors, and communicate a timely, targeted message to them, encouraging them to return to the site and buy online.

The Solution

RedEye technology enabled the AA to identify users who had quoted but not purchased online and, the following day, send all those who had given permission an individually targeted email reminding them of the discount available if they bought online, details of their quote and a link back to the site so that they could retrieve their previous quote details.

The system also identified people within this segment who do not accept email, enabling the AA to contact them by phone. This not only increased the size of the audience, it also gave the AA the ability to know what the email audience was doing compared with the phone audience.

To enable RedEye to measure the results of the targeted automated emails, the segment was split to form two cells; one of which would receive targeted emails and a control cell, which received no communication following their online quote.

The Results

The AA saw a dramatic improvement in their online customer conversion rate. Compared with the results of the control cell, RedEye found that those who received the email were 78% more likely to return to the site and buy than those who were not sent an email.