

SUCCESS BRIEF | Major Motorsports Manufacturer Achieves Breakthrough Results with Active Customer Engagement



Challenge

Like many of its peers, the U.S. operation of a major Japanese motorsports company was experiencing downward demand for its products amid recovering economic conditions. The head of marketing was thus seeking to develop a national marketing program designed to increase floor traffic to hundreds of dealerships across the U.S.—and ultimately drive sales.

Before heading down a traditional path that would undoubtedly lead to their message competing with many others for scarce consumer attention, the marketing team investigated alternatives including the mobile channel. What they found was that their typical customer profile matched perfectly with the demographics of those who use mobile devices to engage brands. The high response rate associated with mobile when used for direct marketing combined with its measurability sealed the decision to develop an SMS (Short Message Service) text message promotion.

Solution

The company chose to partner with Signal to power the promotion. Signal was the only provider who met their requirements around SMS text messaging, and additionally offered capabilities which would allow a greater return on investment by delivering a whole solution around interactions targeting the “on the go” consumer—or Active Customer Engagement.

Active Customer Engagement encapsulates a series of strategies and technologies that marketers are coming to expect from their mobile partners. These include:

- **Engagement:** Inclusive of all functions which allow a marketer to establish business objectives, define success metrics, orchestrate and then execute customer interactions within the mobile channel.
- **Insight:** Inclusive of all functions which allow a marketer to view the success of their programs relative to business objectives, analyze the attributes and characteristics of customers subject to interactions, and develop segments for use in future interactions.
- **Knowledge Base:** All functions and facilities for creating, maintaining, appending and sharing data captured in the course of executing customer interactions.

With a powerful customer interaction system at their disposal, the marketing team was able to define and configure all elements of the program, inclusive of execution elements such as text messaging, email and landing pages:

Program Definition

- Objective setting: 1) Build a customer database (capturing demographic, attitudinal, and email/sms opt-in data), 2) Foster brand loyalty by engaging a high value portion of the customer base, 3) Drive incremental sales with coupon redemption.
- Media buys across print, billboards, web in all major markets where the company does business.
- A call to action promoting the limited time (3 month) contest using a shortcode and unique mediaassigned keywords as the means of entry.

- Promotion details and registration available on the company's website and traceable landing pages for entries obtained via email and web banner referrals.
- Email sent to existing customers and prospects from the company's database (who have elected to opt in to such communications), with details of the promotion and information about entering either on the mobile web or PC-based web.

Program Configuration

- Dollar investments by media buy, by keyword.
- Establish analysis goals: Based on entry form submission be able to assess results by product affinity, anticipated purchase timeframe, zip code, and age. See statistics for responses across email, web and text by keyword/media buy.
- Be able to relate response data (form data elements or response activity) to the dollar amount invested by media.
- The contest parameters and language to be communicated across: text, web and email.
- Import of customer and prospect email addresses to receive contest details via email (optimized for delivery, viewing and click through on a mobile device or desktop PC).
- Including the ability to capture feedback and opt out responses.
- Data entry for contest via mobile or PC-based web experience.

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- All registrants to receive an instant win prize. To claim their prize, registrants must visit a wired web or mobile optimized landing page. After registering, entrants receive prizes ranging from a discount merchandise coupon code to multiple high value prize tiers.


Program Execution

- Texters submitted keyword to shortcode, based upon billboard or magazine calls to action. Responders were then provided a link via SMS to either: spawn a mobile web session to submit their entry or request an email be sent to their desktop PC for entry later.
- Web browsers viewed details of the contest on the company website and entered the promotion there. Or, they see a banner ad promoting the contest, click on it, and are directed to the company's website to enter.
- All entrants received an email and text message response confirming entry, and this included a discount code for redeeming at point of sale for any clothing/accessory item.

Results

Following the campaign's conclusion, multiple high value winners were chosen. During the promotion period, entrants received discount codes sent to either their mobile device or email account. Some took this into dealers across the U.S. to redeem for merchandise. The company has also learned a great deal about mobile consumers and the effectiveness of various media in calling them to action.

The solution provided reports and interactive analyses to answer a variety of questions, from the effectiveness of various media in driving submissions or coupon redemption, through enabling dealership managers to target responders with relevant, localized offers based on geographic analysis of entrants and their responses to questions posed at the point of contest entry (product affinity, likely purchase timeframe, age, etc.).

Based on insight gleaned from these results, the company aligned marketing spend to higher performing media channels in future promotions. Target offers were sent to customer segments based on preferences obtained during the promotional period. 

About Signal | Signal develops and provides innovative marketing solutions designed to help companies acquire, retain and develop customer relationships via mobile and other marketing channels. The company's easy-to-use software-as-a-service cross channel campaign management platform (Signal) enables marketers to rapidly develop, execute and analyze campaigns using multiple channels, all feeding a common customer database embracing the concept of a universal profile. Used by many leading brands, retailers, online services, agencies, and broadcast media, Signal processes millions of customer interactions each month. For more information, call 877-450-0075, go to signalhq.com or send email to info@signalhq.com.

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