BROADSYSTEM
Closer contact • Greater insight

Intelligent application of data

Objective

Blue Square offers fixed odds betting services on the Internet, Interactive TV, WAP and telephone. From the outset they used email to:

- engage customer in an ongoing relationship, to minimise churn, and to maintain an ongoing marketing dialogue
- trigger spikes of activity where anticipated downturns might occur
- incentivise a specific audience to participate in bettering by sending them timely, last minutes emails

However, there were gaps in:

- understanding the profile of Blue Square customers
- knowing their interest in different sports
- recognising their patterns of action once they receive an email communication
- segmenting the database, according to individual betting propensity

Solution

Blue Square wanted to undertake more targeted communications, so they outsourced the data management, data analysis and campaign execution to Broadsystem. We began by processing and cleaning the customer data, as many online betting transactions contained inaccurate postcodes and incomplete contact details. On de-duplicating the data, we could see there were individual customers with multiple accounts whose value needed to be aggregated to an overall financial value.

The result was a single view of the customer database. From this, profile analysis identified which customers betted most or least frequently, to what value, and on what sports. Blue Square then targeted its most responsive customers with tailored campaigns.

Our email campaign management tools tracked:

- who received and opened an email
- when they did so
- the links they followed
- any subsequent bets
- the lead time to action

Result

- to date, we have distributed over three million emails to Blue Square customers.
- using Broadsystem's analytical tools, Blue Square can identify a number of customer segments which are more profitable and more responsive to email communications.
- this learning curve has enabled Blue Square to reduce the number of emails it distributes by 25%, while generating an average ROI of 7.5 to 1
- smaller, more targeted campaigns are now executed more frequently, with more specific offers tailored to different audiences.