

# Case Study

## Building an advanced multi-channel presence from scratch



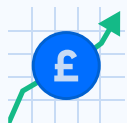
### Overview



Going from no digital presence, to a fully automated multi-channel customer journey.



Creation of a rich single customer view to power personalised communications.



340% year on year increase in revenue from data driven automation.

### Who are Travis Perkins?

Travis Perkins have been helping to build Britain for over 200 years, supplying building materials to the trade, becoming one of the largest suppliers to the UK's building and construction industry. With a national network of more than 650 branches and over 100,000 product lines they are a well-known brand in the building trade industry. Being able to provide an online presence, which is as well respected as their bricks and mortar shops, was crucial for Travis Perkins.



### Why RedEye?

Travis Perkins were looking for a partner that could support their rapid online growth, with the right tools and the right expertise. When Travis Perkins came to RedEye their offline expertise was extensive, but they wanted to uncover their digital potential as they created their first ever ecommerce website.

Travis Perkins were looking for a digital marketing partner who could work closely with them to achieve their core business objectives, to extend their high-quality customer experience to their online channels. Travis Perkins knew RedEye was the right fit to help them right from the beginning of their journey, with the knowledge and experience to drive excellent multi-channel communications.

## Travis Perkins required a partner that could



Provide high-level expertise on implementing a multi-channel journey, online and offline, to drive revenue



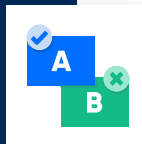
Keep them up-to-date about best practice and industry standards to stay ahead of the game



Provide an advanced Marketing Automation platform to drive their digital transformation project



Help them gain access to their data and develop an in-depth understanding of their customers



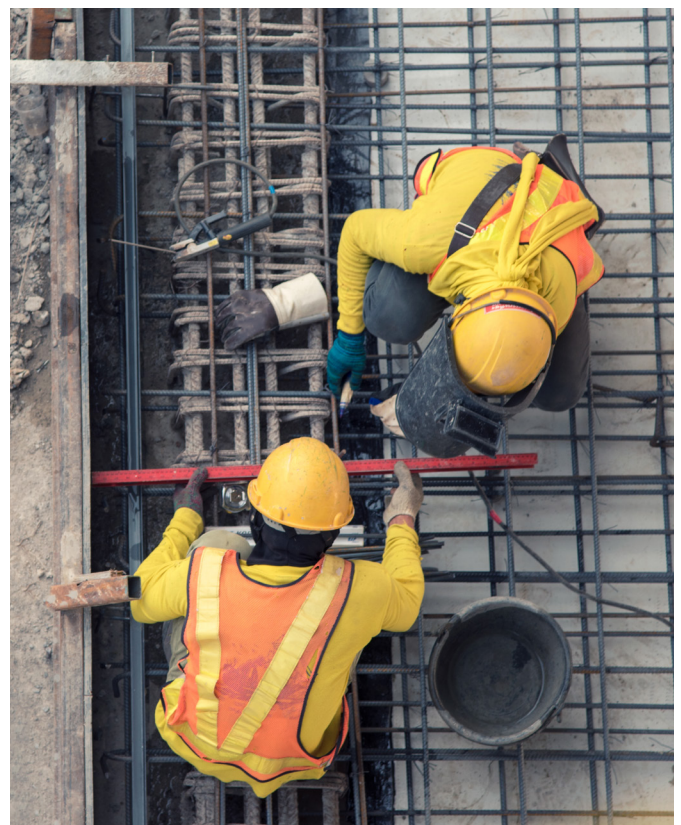
Offer usability testing to guide the development of their brand-new website

## Building a Digital Presence

RedEye have been working with Travis Perkins from the outset of their digital presence. At the beginning of their digital transformation project Travis Perkins worked with the User Experience team to carry out Usability Testing on prototypes for their new ecommerce website. Testing the new website in 1-1 face-to-face conditions, on desktop and mobile. RedEye recruited the right users that resonated with the Travis Perkins customer base. The testing looked at retail customers and trade, and how these two groups would interact with their new website.

The relationship thrived and Travis Perkins enlisted RedEye to support their overall strategic vision of a seamless multi-channel journey for their trade and retail customers.

RedEye was ready to aid Travis Perkins in tying together all their data with their marketing channels. Never before had Travis Perkins been able to do so much with their data. Partnering with RedEye meant their digital transformation project could advance substantially and quickly.

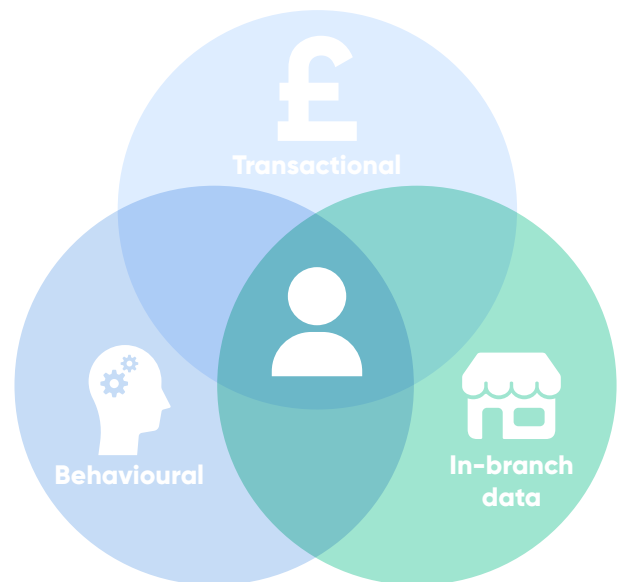


# Creating a Database

RedEye worked with Travis Perkins to deliver a database that allowed them access to their data with increased flexibility, helping them to realise its potential. First and foremost, RedEye worked with them to cleanse and consolidate their data, the first step in creating a Single Customer View.

RedEye tied together their online transactional and in-branch data, adding, for the first time, website behavioural data to the customer record. RedEye also applied its unique ability to track at a customer level across devices to tie in anonymous browsing behaviour.

With all this data in one place Travis Perkins can fully understand their customers and their needs, allowing them to drive personalised and relevant communications.



## A Seamless Multi-Channel Journey

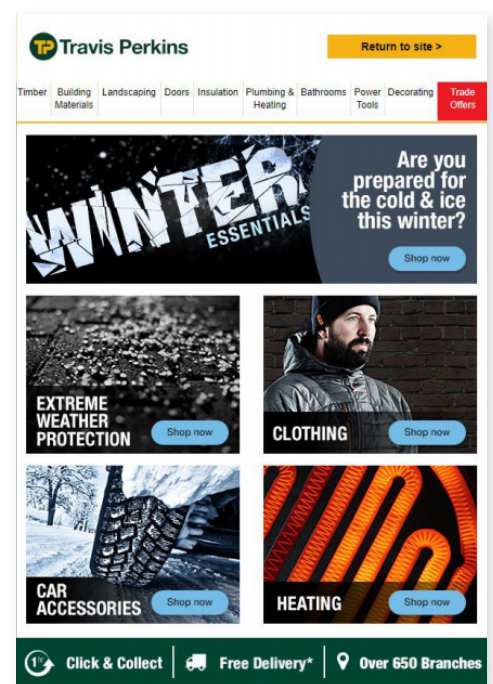
To create the ultimate online customer journey, RedEye worked with Travis Perkins to utilise the RedEye Segmentation Tool which sits on top of all of their newly joined together data. This included engagement and behavioural data, allowing Travis Perkins to create highly personalised communications for their customer base. The ability to send highly personalised campaigns was especially important for Travis Perkins as their new ecommerce site meant customers had the benefit of online accounts.

The RedEye database has the unique capability to identify different devices and tie these to the customer record, even when the customer is not logged into their account. Meaning anonymous browsing behaviour can be attributed to known customers further enriching the customer record. This means they can target customers with the right message with content that is useful to the customer.

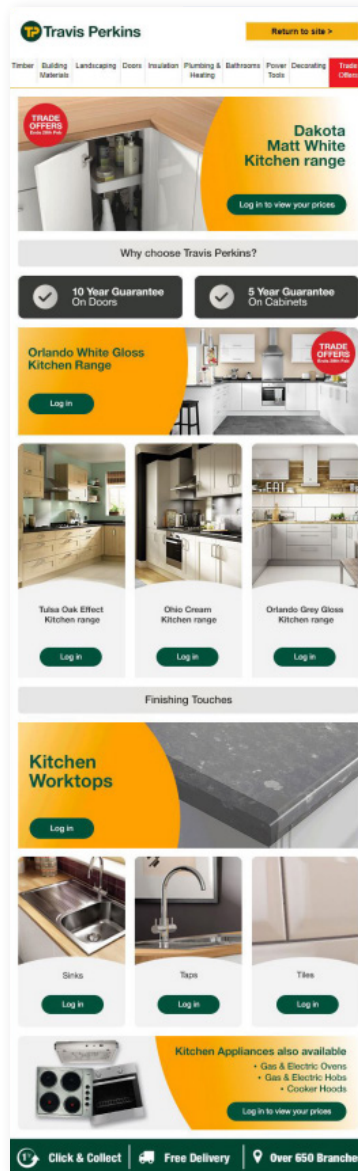
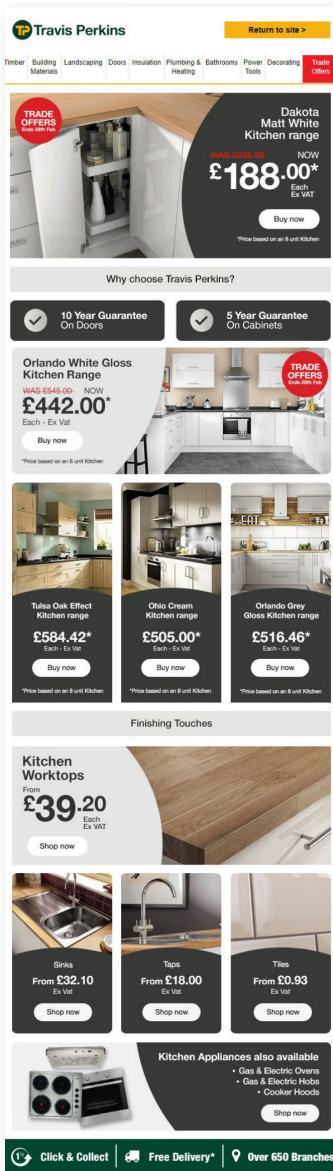
Next RedEye worked with Travis Perkins to map out the key campaigns they wanted to automate, these included a multi-stage welcome programme, a full abandonment journey and a journey for those customers logged into their online account. This freed up time for Travis Perkins, allowing them to do more with their limited resource. To ensure all of Travis Perkins communications were as engaging and relevant as possible, RedEye worked with Travis Perkins to develop their email content strategy. This included introducing dynamic content, agile content (such as countdown clocks), mobile responsive templates, all supported by continuous testing.

This helped Travis Perkins understand when customers wanted to receive communications, what content they found most valuable and in what form the communications should be sent. This rapid development of advanced segmentation techniques and content led to a 186% increase in revenue from their tactical emails in the last year. Online orders from email have increased by 303% and click through rates have increased by 68%.

**186%**  
**INCREASE  
IN REVENUE**







## Tactical Email Examples

ONLINE ORDERS  
FROM EMAIL HAVE INCREASED BY

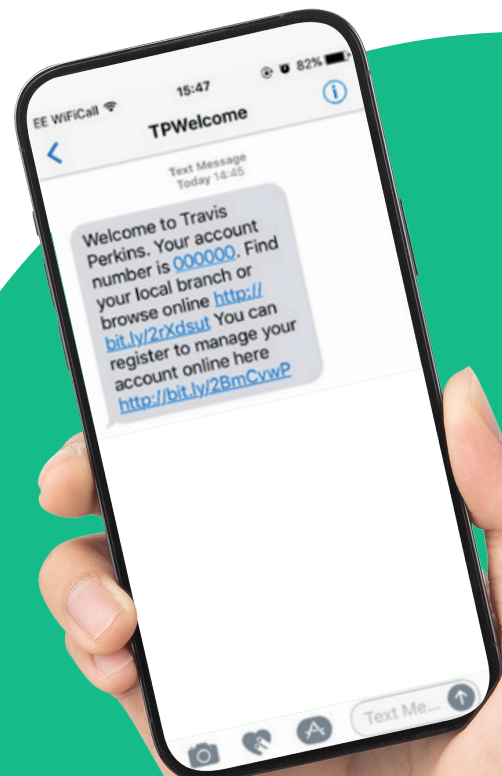
303%

CLICK-THROUGH RATES  
HAVE INCREASED BY

68%

To drive a seamless multi-channel journey Travis Perkins have also been working with RedEye to develop their other channels.

They have integrated SMS and direct mail into their welcome journey, the use of social extracts to find look-a-likes and target prospects similar to their customers, as well as implementing web personalisation to personalise their website for known users.



# An Extension of the Team

RedEye understands that for many organisations resources are tight and with our team of experts we strive to support Travis Perkins with all elements of their online marketing, forming an extension of their team and the Travis Perkins vision at the forefront of everything RedEye do. The partnership is what makes Travis Perkins stand out as an online champion in a notoriously offline focused marketplace.

As well as the Travis Perkins dedicated Account Management team, they also have access to RedEye's in-house strategy team who ensure their marketing efforts go above and beyond their competitors.

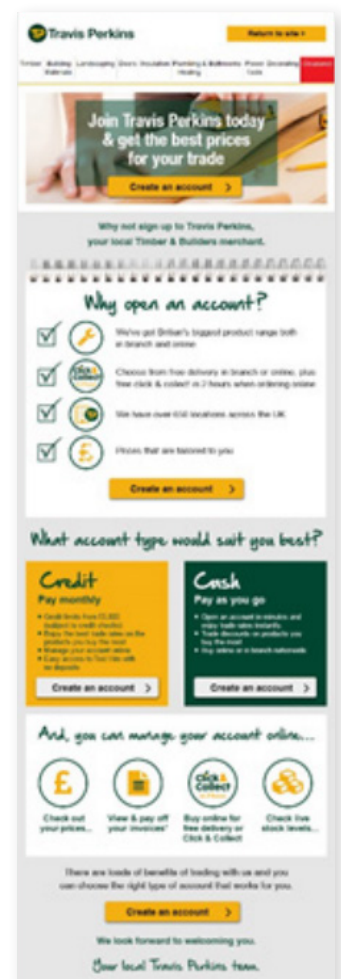
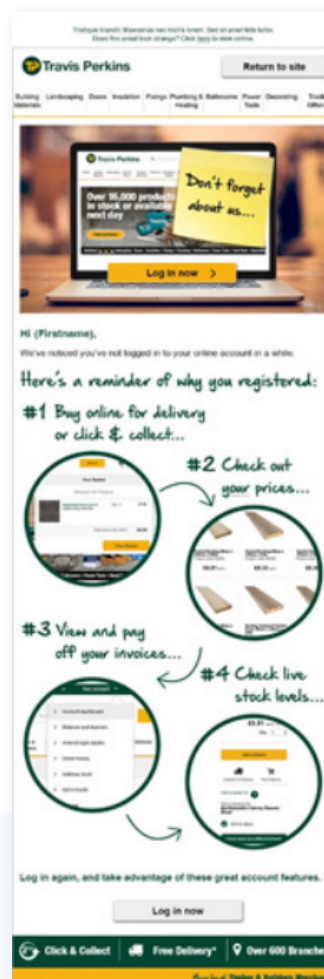
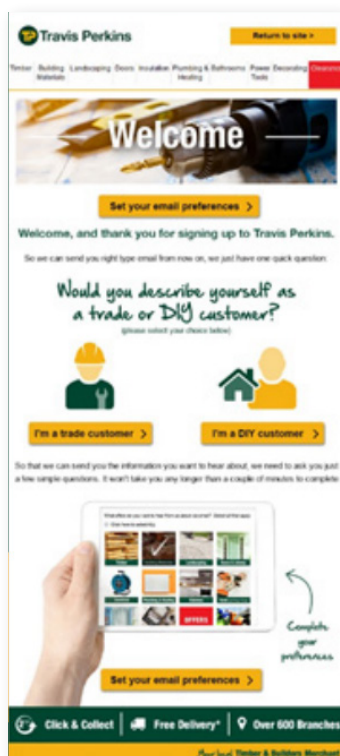
As part of the service, the RedEye Strategy team undertook intensive market research and Google analysis to investigate the current marketplace. Using this insight RedEye and Travis Perkins worked together to develop a customer journey structure, incorporating multi-stage marketing programmes and targeted lifecycle campaigns.

So far, Travis Perkins have seen impressive increases in the performance of their triggered campaigns. They have seen a 267.5% increase in revenue, 396% increase in conversion rate and 19.4% increase in click-through rate.

**267.5%**  
**INCREASE IN**  
**REVENUE**

**396%**  
**INCREASE IN**  
**CONVERSION**

**19.4%**  
**INCREASE IN**  
**CLICK-THROUGH RATE**



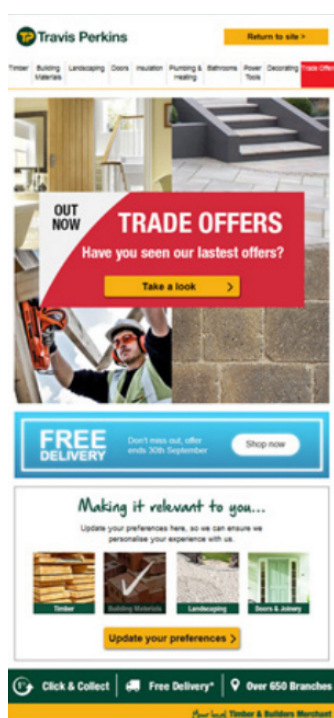
**Triggered**  
**Email Examples**

# Predicting Their Customer's Next Move

Always anxious to continually develop and improve their customer's experience, Travis Perkins were one of the first clients to use RedEye's predictive models. Travis Perkins knew they had a good understanding of their customers, but they wanted to know more. This is where the predictive models came in, helping Travis Perkins to realise the potential of their marketing automation and keep growing.

RedEye's powerful predictive models were built on top of Travis Perkin's single customer view, enabling Travis Perkins to have both the data and the tools to shape the future and target customers with the right message at the exact right moment. Based on behavioural, historical and multi-channel engagement data, held within this database, RedEye's AI technology predicts what each customer is likely to do next.

The RedEye solution is directly related to the widely understood customer lifecycle, targeting prospects, single buyers, multi buyers, VIPs and churn in order to drive up lifetime value. RedEye applied three of the six models - Churn, VIP and Lifetime Value - to the Travis Perkins database to allow Travis Perkins to predict a customer's next action and to put in place marketing likely to maximise the best response.

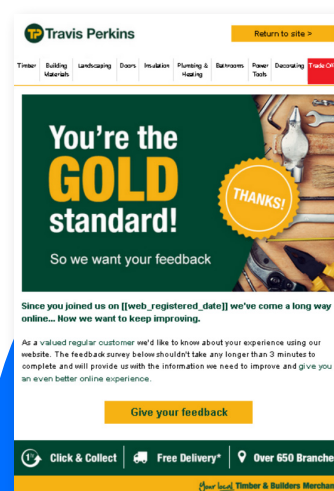


## The Churn Model

Travis Perkins were keen to explore which customers were most likely to lapse from their online journey. With the application of the Churn predictive model, which takes into consideration transactional, behavioural and multi-channel engagement data, Travis Perkins could send those customers most likely to lapse, a dedicated campaign. This campaign led to an 8.8% decrease in customer churn, along with a massive 909.6% increase in transactions when these segments were specifically targeted with retention marketing campaigns.

## The VIP Model

Travis Perkins came to RedEye looking to identify which of their customers were VIPs and which were likely to become a VIP, using their transactional and behavioural data. After identifying those who were likely to convert into a top-tier customer, the segment was split 50/50 with half receiving a dedicated email campaign with relevant messaging and the other half (the control segment) receiving business-as-usual email campaigns. The idea was to act upon this insight and further engage these customers, converting them into VIPs. Travis Perkins saw a staggering increase of 3,716% increase in transactions.





# The Lifetime Value Model

The Lifetime Value Model works alongside all the other models, tracking how Travis Perkins' customer lifetime value changes over time as the other models are implemented. A dedicated campaign was sent to those prospects with the lowest predicted lifetime value. 50% received a multi-stage campaign, with the control segment receiving no communications. Travis Perkins saw a 27.5% increase in value for the lowest value, disengaged prospects.

What's more, the lifetime value of the prospects receiving the dedicated campaign is predicted to be 2.4 times more than that of the control cell over the next 12 months. Travis Perkins have achieved some outstanding results with the predictive models and intend to continue to use the tool to enhance their customer experience and improve their targeting.

“

*We worked with RedEye to implement their predictive models to help us identify our customers who were most likely to leave. The Churn Model gave us the opportunity to act before it was too late and send these customers a specific campaign. Looking at those that were most likely to lapse, we saw an 8.8% increase in retention, which is a fantastic figure to see from a segment that were potentially disengaging from our brand.*

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**Senior Digital Marketing Manager  
at Travis Perkins**



# The Benefits of Working with RedEye

One of the most important benefits is the clear results Travis Perkins have been able to achieve during their partnership with RedEye. Travis Perkins have gone from having no digital presence, to a fully automated customer journey, spanning numerous channels. Travis Perkins have seen amazing results from these channels, year on year their revenue has increased by 340%. These results highlight the power of investing in an expert Marketing Automation platform and working closely with a partner that cares about their client's vision.

Another benefit that Travis Perkins has seen is the results that are in reach when you have the right people and expertise to tap into. Travis Perkins and the RedEye Account Management team have always worked closely developing ideas to increase conversion and revenue across all channels. Travis Perkins see RedEye as an extension of their own team, working towards the Travis Perkins marketing objectives.

Finally, RedEye's expert Marketing Automation technology, has grown with Travis Perkins, taking them from sending no emails, to automating complex multi-stage, multi-channel predictive campaigns. The database within Contour has allowed Travis Perkins to understand their customer data and provide targeted and personalised communications.



## What do Travis Perkins say about the relationship?

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*It was clear from the start that RedEye were going to be the perfect fit to support us through our digital transformation project. With little digital presence we really needed a supplier who could guide us, not vice versa, RedEye have really pulled through and continue to do so.*

*From helping us set up the most basic of emails at the start of the project, to creating multi-channel journeys or implementing their predictive models tool, we trust them implicitly to drive results for us. We look forward to the future to see what else we will be able to achieve together.*

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Head of Digital





# RedEye

Get in touch to see how we can optimise your  
marketing campaigns through automation

[www.redeye.com](http://www.redeye.com)

