

Case Study

Delivering successful marketing automation through strategic support



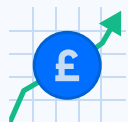
Overview



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



Dedicated support from RedEye helped to optimise their digital marketing further



533% return on investment

Who are HomeServe?

HomeServe is one of the UK's leading home assistance providers. Set up in 1993, over two million UK customers trust them when it comes to fixing, maintaining and looking after their home. For more than 25 years they have made customers' lives easier by delivering a range of services, including plumbing, drainage, electrics, heating and much more, through a nationwide network of HomeServe approved engineers. Supporting their customers is central to what HomeServe do, which is why they knew just how important merging offline and online data is to the overall customer experience.



Why RedEye?

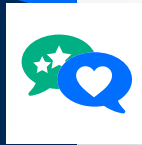
HomeServe was relatively new to the digital marketing field, having focused their marketing on call centre and direct mail activity in the past. They were on the hunt for a supplier that could truly help them innovate their marketing, primarily driving acquisition through their website sign-up feature. They were keen to find the best way to communicate with these new customers and in turn drive revenue from this element of their marketing.

It was crucial to them to find a supplier that could offer support from real people on an ongoing basis to make their plans a reality. It was clear RedEye was the right fit for HomeServe as RedEye had the expertise to really kick start their digital marketing activities, along with the rich behavioural data they could provide to drive this activity. Having been recommended by another of RedEye's clients, HomeServe knew they were in safe hands.

HomeServe required a partner that could...



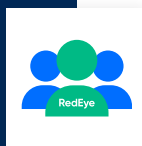
Use their data to drive increased revenue from their emails



Focus their marketing on improving customer service, engagement and retention



Improve the customer experience through highly relevant and targeted digital marketing



Provide strategic support through ongoing training and workshops



Help them keep up to date with industry standards and best practice

Where it all began

When HomeServe began their Marketing Automation journey with RedEye a number of years ago, their digital marketing was just in its early stages. At first, they had no database to support behavioural emails at all, but were keen to begin to automate their abandoned insurance application emails. Within the first two years of working together, RedEye had turned their emails around implementing not only acquisition emails, but automated service based emails and campaign emails. This support helped to get their Marketing Automation strategy up and running and generated £267k in revenue, a significant increase for HomeServe.

One example of these campaigns to re-engage the HomeServe database looked at re-targeting customers who had previously failed to convert online. RedEye's Marketing Automation platform captured this online behaviour, enabling HomeServe to generate an email campaign which they had never been able to do before. Utilising RedEye's dynamic content abilities, they were also able to populate the email with tailored content to each customer. This campaign generated a 56% conversion rate, 64% average open rate, 42% average click through rate and an ROI of 533%.

56%

CONVERSION RATE

533%

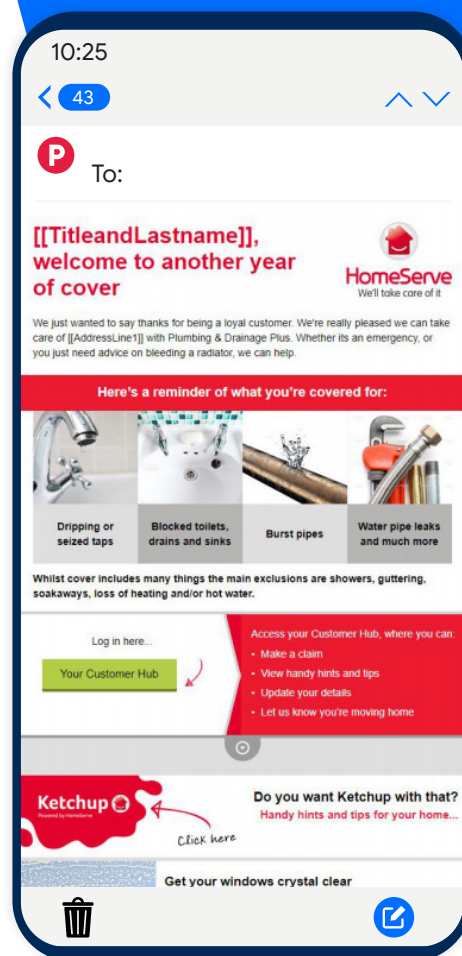
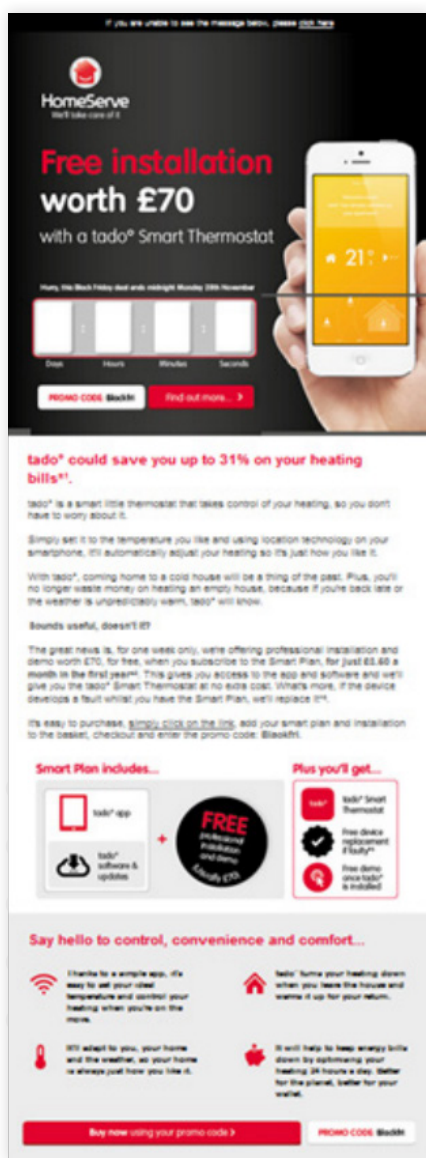
RETURN ON INVESTMENT

Driving their marketing automation strategy forwards

With the value of marketing automation proved to the business early on, HomeServe wanted to take their marketing further. Focusing on HomeServe's aim of improving customer engagement, service and retention it was clear that a closer relationship between HomeServe and RedEye would play a big part in this success.

RedEye set up best practice workshops to ensure collaboration on key ideas, drawing on HomeServe's expertise in the industry and RedEye's knowledge of multi-channel communications.

Following on from the success of setting up acquisition, service based and campaign emails, a semi-automated nursery programme was initiated. It was designed and built to work towards increasing retention, by supporting customers in the transition to using online support tools, in turn driving better brand recognition.



With RedEye's expert guidance on important marketing events throughout the year, for the first time HomeServe leveraged the power of Black Friday, communicating to their customers an incentive designed to increase sales for their SmartShop. This campaign used RedEye's Agile Content feature that created an engaging email, with an increased urgency to purchase. This campaign alone increased tech sales by 500%.



Utilising Agile Content once again, RedEye helped HomeServe to deliver a Christmas campaign, with the aim of significantly improving loyalty with the brand and customer retention rates. To accentuate feelings of loyalty to the brand and increase their Christmas customer engagement, RedEye looked to deploy a video into HomeServe's email creative.

This customer engagement email performed far better than the industry standard for engagement emails, showcasing the success of this campaign. The Agile Content video received 334,243 views and the email received an open rate of 58%, with the industry average at 30%.

RedEye have also been supporting HomeServe with a move to unite all of their customer communications, from call centre activity, direct mail and email. This will enable the company to continue to put a greater focus on its customers, and offer multi-channel, multi-partner process efficiency and service delivery across multiple territories.

58%

EMAIL OPEN RATE



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What we have been able to achieve with RedEye so far is amazing. Before starting out on this journey, we weren't able to properly target our customers based on their behaviour on our website. RedEye have truly brought us up-to-date, moving us from predominantly offline marketing, to online marketing, that really does deliver results.

We truly appreciate the knowledge and expertise our RedEye Account Manager brings to the table, we look forward to our weekly meetings, planning our next exciting marketing campaigns!

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Senior Marketing Risk & Governance Manager
at HomeServe



Strategic support from a dedicated team

Since the beginning of the RedEye and HomeServe relationship, RedEye have always been on hand to provide strategic support. As an organisation that focused heavily on Direct Mail and Telesales, digital marketing was clearly a new area to dive into for HomeServe.

At RedEye, a dedicated Account Management team invested in HomeServe's success comes as standard, but RedEye go above and beyond to keep HomeServe informed on industry standards and best practice knowledge, to support with their ongoing business strategies.

RedEye commits people and effort to the support and success of our clients. RedEye visit HomeServe offices on a weekly basis. This is not only to provide best practice workshops, but to give strategic advice on their marketing, talking through strategy and upcoming campaigns, guiding them and providing them with key knowledge to drive successful marketing automation campaigns.

Finally, we aim to support our clients on whatever project they need us to. We have integrated Contour with HomeServe's new internal system, to provide automated emails that can be triggered by employees, meaning the whole organisation can benefit from Contour

The benefits of working with RedEye

Since the partnership began, together HomeServe and RedEye have driven fantastic results that have been achieved through the sophisticated marketing automation activity that is now in place.

The behavioural data RedEye are able to capture along with our extensive industry expertise, has led to significant year on year revenue growth for HomeServe from the email channel. From 2015 to 2016 HomeServe saw revenue from email grow by 63%, with their open and click through rates steadily increasing each year, leading to more customers being engaged with the HomeServe brand.

Another benefit that HomeServe have seen, that has spanned their relationship, is the support from real people. With a dedicated Account Management team on hand whenever they need them, HomeServe's digital marketing has grown immensely, into the successful channel it is today.

Finally, the power of RedEye's Marketing Automation tool, Contour, has been a key enabler. It has truly allowed HomeServe to see the returns on investment they can achieve in digital marketing, with a platform that allows them to tie in such rich behavioural data about their customers. It has revolutionised their digital marketing strategy, and continues to do so.

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We selected RedEye as the expertise they could provide in the digital marketing field really drew us to them. We needed a supplier that could work closely with us, guiding us, to ensure we maximised the results we could drive from our marketing automation.

RedEye was recommended to us by another organisation, so we were keen to find out what they were all about. We were not disappointed.

The strategic support and knowledge they provide us with is second to none. We look forward to many more years working together, producing outstanding results!

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Head of Marketing at HomeServe





RedEye

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

www.redeye.com

