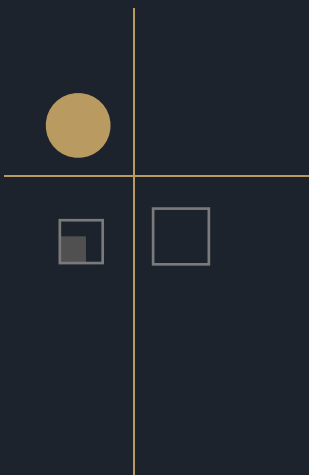


IMPROVE CAMPAIGN EFFICIENCY AND DRIVE ROI THROUGH A/B TESTING



THE CLIENT PROBLEM

Our client wanted to **optimize their service renewal communication** to **drive renewals** while maintaining a good ROI. As part of this exercise the client team wanted to **test formats, offers, frequency and timing of communication**. AQ helped the team **set up the test and measure its impact on revenue**.

THE AQ SOLUTION



DESIGN THE TEST

AQ divided the renewal sample into 8 cells to evaluate the various combinations of test dimensions

Frequency

Medium

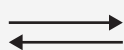
Offer



\$10 OFF



\$5 OFF



Compared against universal control

THE CLIENT BENEFIT

MEASURING THE IMPACT

Using the identified combinations, the client was able to improve their ROI by 3%.

We identified profiling characteristics that helped understand the consumer's propensity to respond.

The learning from this test served as an input to optimize future test cells.



Thank You

For any queries, get in touch with us.

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