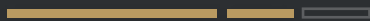


# CAMPAIGN MANAGEMENT WITH AN E-CRM PLATFORM



# THE CLIENT PROBLEM

Direct consumers are the bed-rock of the anime industry. We have worked with a **leading entertainment company** to build a **unified e-CRM platform to monitor and optimise each stage of the customer journey**. We combined domain insights, sophisticated analytics and best-in-class technology solutions to improve customer experience, enhance satisfaction and optimise revenue across the life-cycle from acquisition to win-back. Our engagement plan for each stage of the journey is presented below.

## TAPPING DIFFERENT OPPORTUNITIES ACROSS THE CUSTOMER JOURNEY



### CUSTOMER ACQUISITION

- Improve the conversion rate from trial to **paid subscription**
- Acquire higher value customers



### CUSTOMER ENGAGEMENT

- Increase anime consumption
- Improve **customer experience** of channel touch points
- Improve **revenue and profitability**
- Improve social media engagement



### CUSTOMER RETENTION

- Improve the **retention rate** of subscribers
- Improve the **frequency of purchase** in the e-commerce business



### CUSTOMER WIN-BACK

- Retrieve the most profitable subscribers who are currently inactive
- Win back the **most profitable** e-commerce customers

# THE AQ SOLUTION

## THE SOLUTION SUITE

Sophisticated analytical processes + domain understanding combined + best-in-class technology stacks



### CUSTOMER ACQUISITION

We created a **customer acquisition solution suite** which consisted of:

- **A conversion prediction model:** This solution detected FT (first time) subscribers who were unlikely to convert to paid subscription
- **A recommendation engine:** This solution sent personalized recommendations to people open to conversion



### CUSTOMER ENGAGEMENT

We created a **customer engagement solution suite** which consisted of:

- **Customer propensity modelling:** This solution identified customer needs & preferences
- **Dynamic lifetime value modelling:** This solution determined the potential worth of the customer to the business
- **Segment mapping:** This process mapped customers to attitudinal and behavioural segments determining the best route to take from a targeting & communication perspective
- **Event detection & processing:** These solutions identified opportunities where customer needs could be fulfilled and targeted customers based on new product/title releases



### CUSTOMER RETENTION

We created a **customer retention solution suite** which consisted of:

- **A churn prediction model:** This solution detected paid subscribers most likely to churn
- **C-Sat survey:** This solution analysed subscriber feedback based on their usage and experience of the service
- **A recommendation engine/event detection & processing:** These solutions identified opportunities where customer needs could be fulfilled by the business



### CUSTOMER WIN-BACK

We created a **customer win-back solution suite** which consisted of:

- **A lifetime value model:** This solution identified the most profitable past customers who were currently inactive
- **Exit survey:** This solution determined the reasons for churn
- **A recommendation engine:** This solution identified opportunities where customer needs/preferences could be met
- **Event detection & processing:** These solutions identified opportunities where customer needs could be fulfilled and targeted customers based on new product/title releases

# THE CLIENT BENEFIT

The expected results from the engagement



## CUSTOMER ACQUISITION

- **Free trial to paid subscription conversion:** We increased the conversion rate from free trial to paid subscription from 62% to 70%



## CUSTOMER ENGAGEMENT

### Revenue & profitability:

- We increased the average revenue per subscriber by 5%
- We increased the revenue contribution from a twelve month subscription to 25%
- We increased the expected 1 year revenue from a subscriber by 5%
- We increased the average order value by 5%
- We increased the monthly number of transactions by 5%

### Social media engagement:

- We improved social media brand following (FB/Twitter/Instagram) by 20%
- We improved engagement per follower by 5%



## CUSTOMER RETENTION

### Subscriber Survival Rate:

- We increased the average survival rate of acquired subscribers over
  - ▶ One month of joining
  - ▶ Three months of joining
  - ▶ Twelve months of joining
- We decreased the average weekly churn rate from 12% to 9%

### E-commerce purchase frequency:

- We reduced the cart drop out rate at the online shopping portal
- We increased the average frequency between transactions of an online shopper



## CUSTOMER WIN-BACK

### Win-back of the most profitable customers

- We increased the rate of returning customers from an inactive subscriber base by 5% on a monthly basis (from 1.6%)
- We ensured that 10% of the returning win backs constituted high LTV customers



**Thank You**

For any queries, get in touch with us.

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