

# UK'S BIGGEST MONEY-SAVING APP INCREASES REVENUE 81% WITHIN 6 MONTHS OF LAUNCHING PROGRAMMATIC CRM

“ We selected Blueshift as the key partner in our shift towards behavior-based cross-channel marketing. Our small team has been able to deliver over 1 Billion emails & push notifications across 12 countries, highly personalized with behavior-based, localized recommendations. In just 6 months with Blueshift, we've seen engagement rates climb to 40% and YoY direct email revenue increased by 81%, far exceeding our expectations.

Becky Spurr, Head of Communications | Vouchercloud

# 81% Increase in Revenue

From personalized emails and mobile push notifications sent via Blueshift's Programmatic CRM

## Personalization at scale via Programmatic CRM delivers over 1 billion individualized messages to deal-savvy consumers.

As a rapidly growing web & mobile service, Vouchercloud faced multiple hurdles when delivering personalization at scale, especially with a very small team of marketers: a catalog of tens of thousands of offers in 13 different countries, a database of more than 7 million users, and multiple marketing channels.

Vouchercloud turned to Blueshift's scalable Programmatic CRM Marketing platform to engage their customers across multiple channels based on up-to-the-moment behavioral data. As a forward thinking organization, Vouchercloud recognized the need to move beyond marketing based on simple demographics and attributes common in so many of today's personalization and automation platforms.



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

Ecommerce/Deals

Vouchercloud is home to thousands of online shopping codes and has become a trusted source of discounts, promotions, and exclusive offers to UK shoppers. Vouchercloud's mobile app has over 7 million global downloads and has helped consumers save over £50 million on everything from dining out and shopping to hotel stays and cinema tickets. Vouchercloud operates in 13 countries, and features more than 50,000 offers from 30,000 merchants worldwide.



## OBJECTIVES

Vouchercloud wanted to deliver timely, relevant alerts via email and mobile push notifications that drive greater redemption rates through scalable, personalized recommendations.

### Key Focus Areas for Vouchercloud:

#### Segment & Target Customers Based on Behavior

Behavioral targeting based on customer interactions like favoriting a retailer, redeeming app offer at a location, and engagement with different categories

#### Personalize based on actions and attributes

Personalization and recommendations based on favorite merchants as well as saved, expiring & redeemed offers, based on Vouchercloud's catalog of 50,000 offers across multiple categories

#### Unify multiple sources of data across platforms

With both a website and a heavily used mobile app, customers often use both platforms. How do you create a unified profile of each user and keep messaging consistent across these different channels?

#### Manage all customer engagement channels in one platform

With a small marketing team that was responsible a large scale operation, Vouchercloud wanted the ability to build and deploy marketing campaign creation for multiple channels from one simple dashboard.

#### Managing large campaigns on special days like Black Friday

On certain days, Vouchercloud needed to manage burst volumes even higher than their normal high load. The solution they selected needed to work at scale.

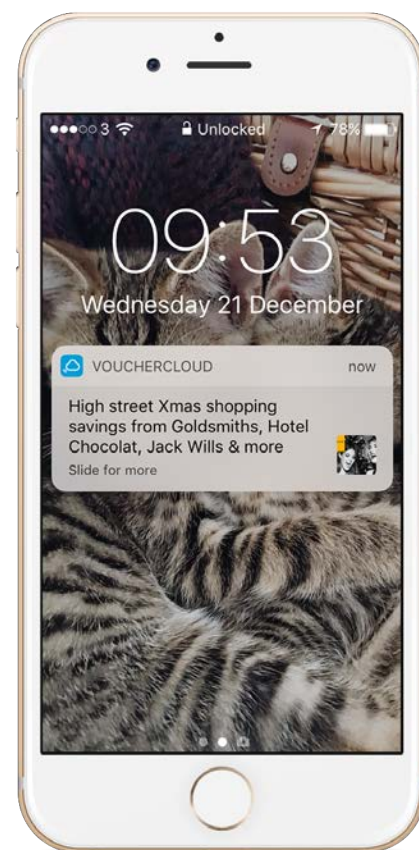
Personalized Image Rich Mobile push notifications offer a more engaging user experience, especially when the message is personalized to the shops the customer shops most.



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

Ecommerce/Deals

- Triggers
- Personalization
- Recommendations
- Email
- Mobile



## THE STRATEGY

Transition from a broadcast email system to behavior based personalization across multiple channels by leveraging Programmatic CRM.

Thanks to Blueshift's Cross-Channel Programmatic CRM, Vouchercloud could personalize every email and mobile push notification. Vouchercloud gained the ability to target users who interact with different types of content and different sections of the site to deliver a more relevant and engaging user experience, and thus drive onsite engagement.



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

Ecommerce/Deals

- Triggers
- Personalization
- Recommendations
- Email
- Mobile

# 1 BILLION Messages/Year

Vouchercloud was able to scale to targeted marketing with a small in house team.

Key components of the strategy:

- Real-time, 360-degree, multi-channel customer profiles that update with every user interaction, location, and channel preferences
- Interaction Graph-based technology that enables marketers to target every interaction with different elements of the website and app
- Unified cross-channel clickstream tracking that identifies and tracks non-logged in users for consistent personalization
- Unrivaled, deep segmentation capabilities easily executed in minutes instead of hours.
- Personalization studio that enables marketers to create different types of targeted recommendations for different segments of users.

## RESULTS

Vouchercloud was able to rapidly ramp up to 1 billion hyper-personalized emails & push notifications sent within the 1st year of going live with Blueshift.

Types of campaigns and activities launched with Blueshift:

- Launched more than 20 triggered & automated campaigns targeting different user interactions on email & mobile push notification, with 1:1 recommendations
- Personalized the daily and best of the week newsletters to users on email & mobile push notifications, based on customers' category & merchant preferences
- Segmented customers based on user behavior in combination with location and merchant preferences
- Successful Black Friday & Cyber Monday campaigns (more than 150 million emails & notifications during Nov 2016)



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

Ecommerce/Deals

- Triggers
- Personalization
- Recommendations
- Email
- Mobile

# 81%

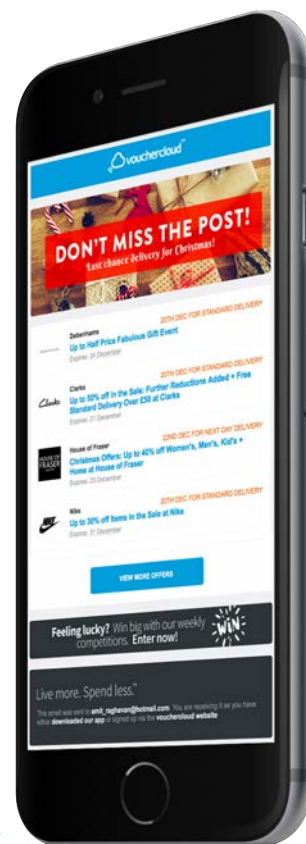
## Increase in Revenue

Year over year increase in revenue from email & mobile channels, directly attributable to Blueshift

# 40%

## Open Rates

For triggered and targeted communications, more than 3X the rate for batch communications.



Up-to-the-Moment recommendations delivered right into each users inbox. Personalized based on past behaviors.