

Self Help Interface Increases Marketing's Responsiveness to Customer Behavior

Leading Language Learning Company Shaves 10% Off Their Marketing Expense

CHALLENGES

A well-known language learning company wanted to run promotions during the customer buying process to increase the likelihood of selling related products / bundled products during the purchase session. In the current process, business users had to depend on the technology team to manually configure such promotions, a process that could take between three and four days to perform.

As a result, marketing was vastly constrained and unable to be rapidly responsive to customers' buying patterns. This also dramatically increased the cost of running a promotion to up-sell, cross-sell or down-sell a product.

SOLUTION

Lister Technologies developed a self help tool for the business users which allowed them to add and modify campaigns for up-selling, cross-selling and down-selling items. The tool also gave the ability to report on the purchase decisions made by buyers, so that the marketing team can make effective decisions on the product combinations that should be offered to the users.

During the purchase process, the Lister solution also displayed to the user the price advantage and savings they would enjoy by purchasing the related / bundled product.

The Lister self help solution completely removed the marketing team's dependence on the technology team by offering an extremely user-friendly drag and drop interface to build promotions based on certain business rules. By including split testing functionality, Lister also made it extremely easy for business users to test promotions on different target segments and optimize their campaigns.

The entire solution was built on an open source platform and analytical tools from Adobe.

RESULT

Now the promotion building turnaround time has been reduced from three days to just a matter of minutes. This has resulted in shaving 10% off their marketing expenditure. The team can now act quickly and fine tune their campaigns depending on customer behavior.

As a result, marketing can focus on their business without spending valuable time interfacing with the technology team for developing and testing each and every promotion.