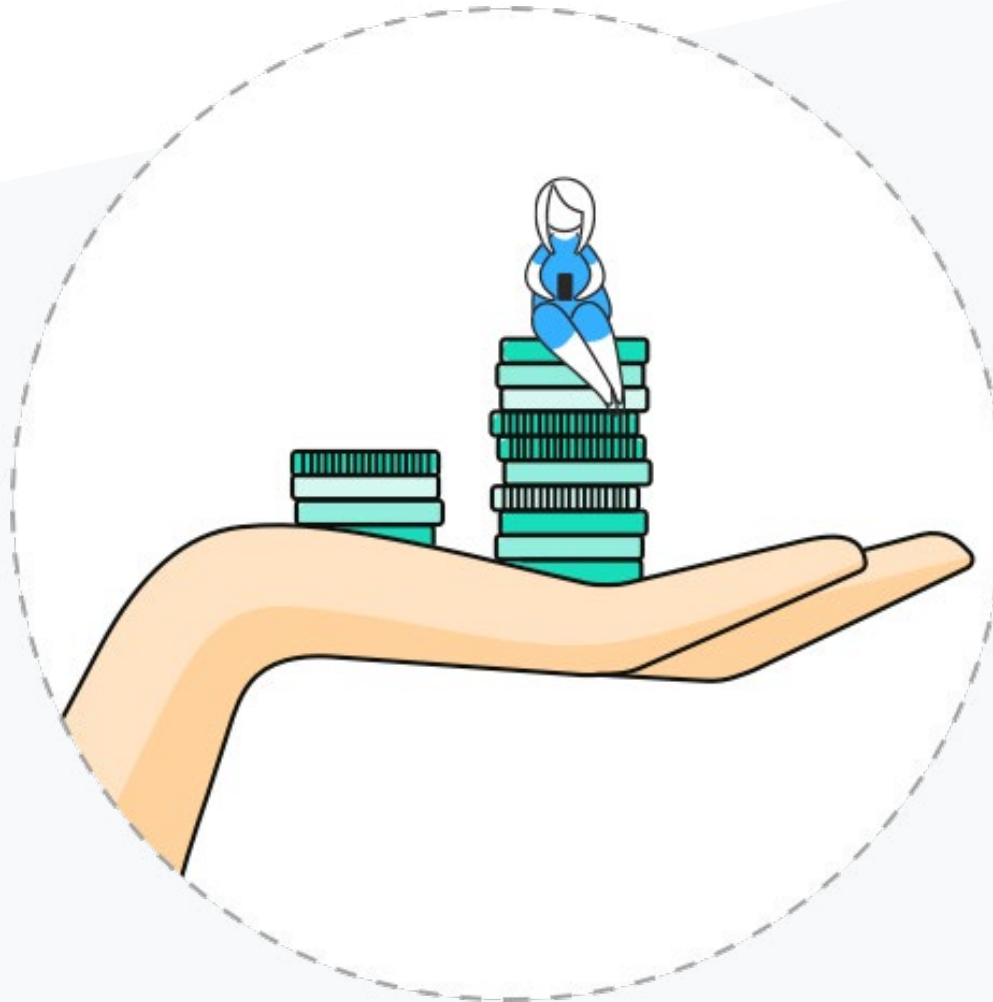


# Time is Money

Your Path to ROI in Today's Multi-Channel World



*SWVC*



# Introduction

Every second spent building great customer relationships is an investment towards game-changing retention, loyalty, and customer lifetime value. See what's in it for you.

Marketing has changed. What used to be a slow-moving process concerned with the scheduling and delivery of campaigns to large audiences, is now all about building relationships with individual customers, and creating opportunities for interactions that will boost ROI.

It's not hard to understand why: the landscape has changed. To give one example, the mobile has become the single most personal and ubiquitous device on the planet, held close to the hearts of billions of consumers across the planet.

Those people check their mobile over a hundred times a day. They sleep with it, check it first thing in the morning and last thing at night, and spend time on their mobile in places we'd rather not mention in a family whitepaper.

And the mobile is only the start. A wave of emerging channels and devices have joined old reliables such as web and email to create vast multi-channel world where the consumer is in control.

But we all know that. The real question that keeps CMOs up at night is simple: *how do I talk to people in this new environment, and how do I be there when it matters?*

Creating personal, relevant and meaningful interactions - at the right time, and on the right channel - is the new challenge in marketing. The reward for being there in the moments that matter is increased loyalty and revenue. But how much increased revenue? Does it really matter? This short guide aims to answer that question.



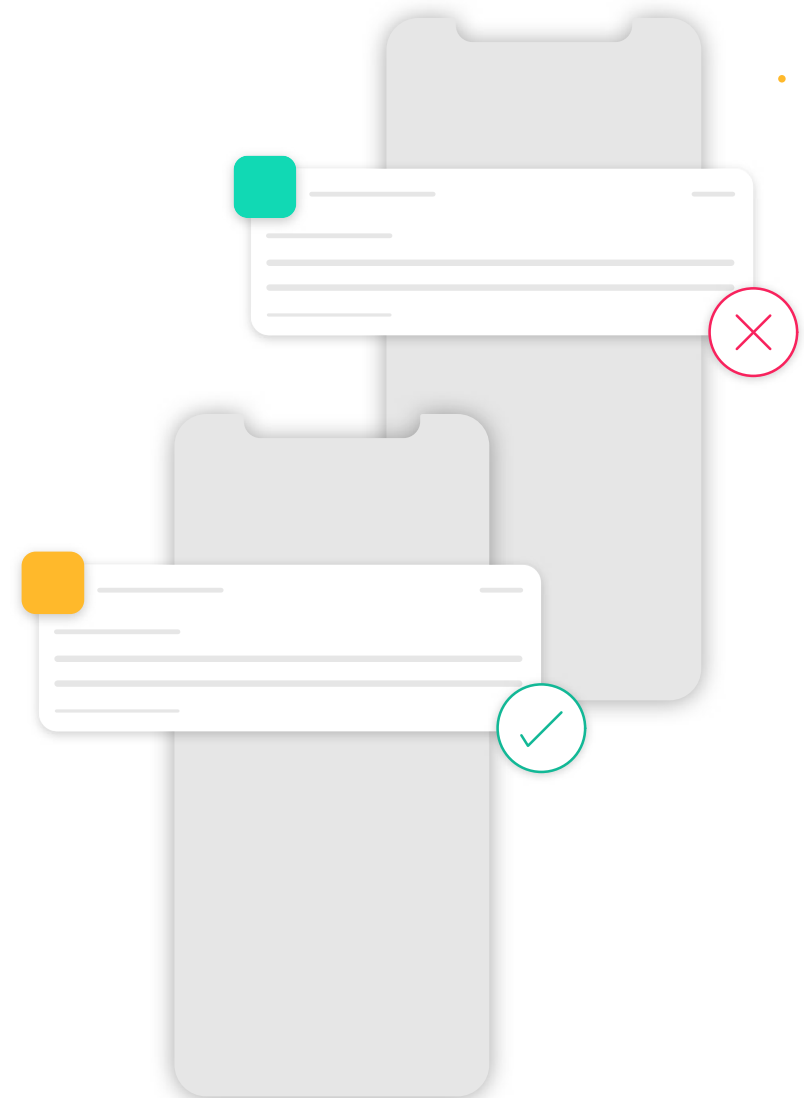
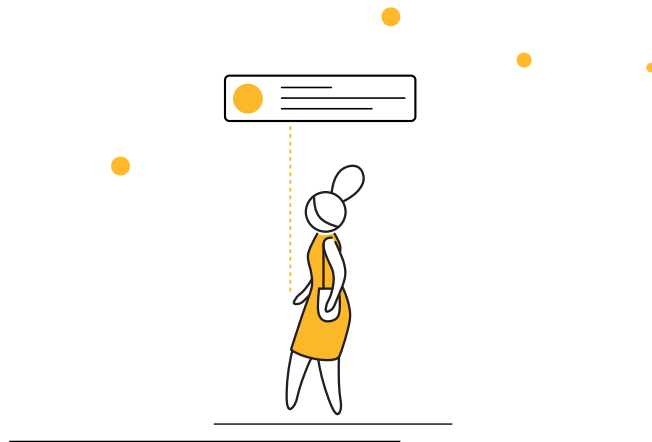


# What's In It For You?

Calculating ROI is a challenge. But the first step is understanding the metrics, such as acquisition to re-engagement, these kinds of interactions can influence, and then getting a handle on what sort of scale those benefits can take. This document intends to answer that question, analyzing over a dozen **real-life campaigns** to draw some conclusions around what sort of uplift can be expected.

Although anonymized, all the examples shared come from large-scale multi-channel businesses in a range of verticals. We believe this analysis represents the most accurate research to date around ROI, and how it is driven by building and investing in great customer relationships.

Enjoy!



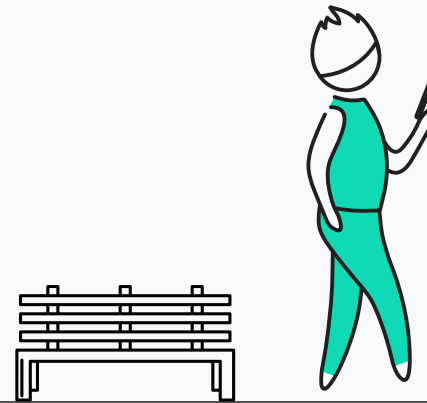
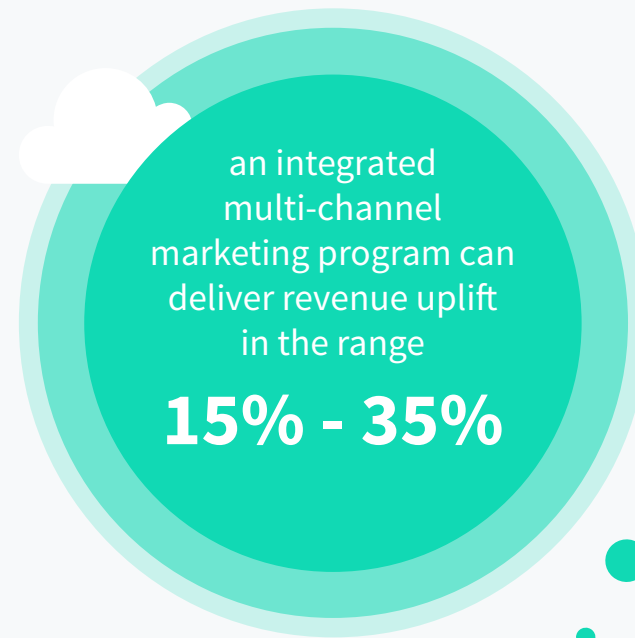


# Revenue

Ultimately, it's all about revenue. Whether that revenue is delivered via in-app purchases (processed by the relevant app store), via financial transactions direct with the business, or simply via the monetization of an increased number of regular visitors to product or service - sooner or later you'll want to see your campaigns make an impact on the bottom line.

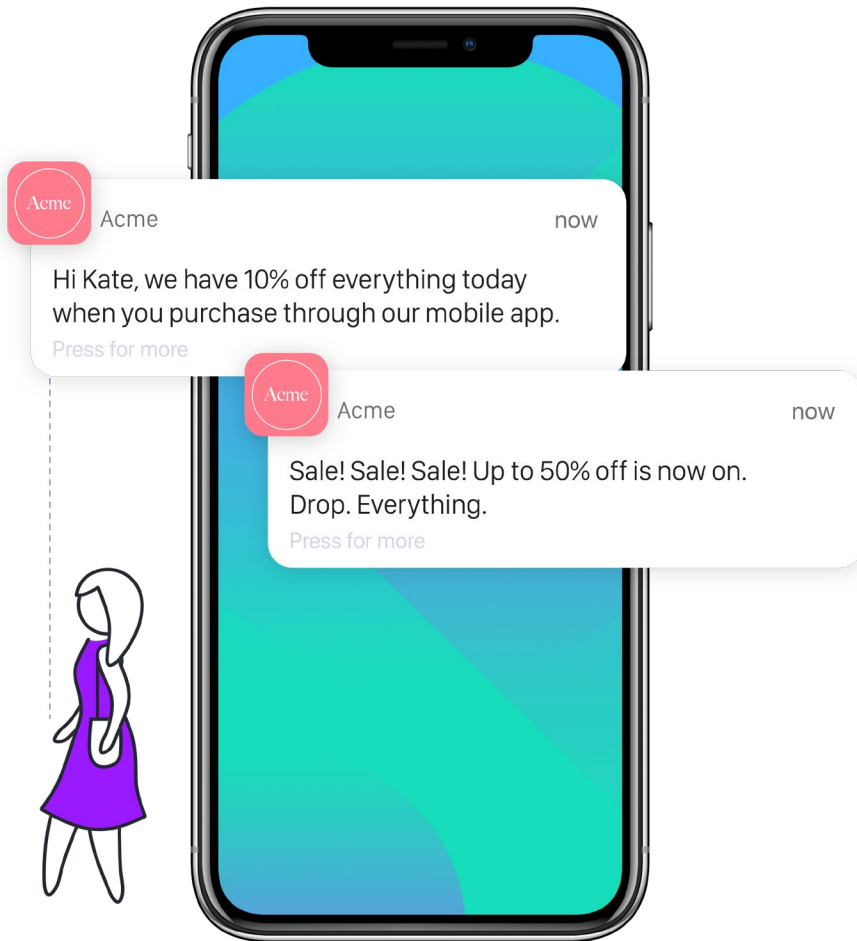
You can choose to view the impact at either the campaign level or the 'whole project' level. Either approach can make sense, but clearly if you want to look at the total impact of an integrated approach to this type of 'in the moment' marketing, it makes sense to take the whole project approach.

Each use case is different, and no two organizations can necessarily expect the same result. However, based on the the projects detailed below, and others the success team in Swrve have delivered for mobile leaders around the globe, we believe **an integrated multi-channel marketing program can deliver revenue uplift in the range 15% - 35%.**





# Use Case 1:



A leading mobile retailer, specializing in luxury consignment fashion, implemented a comprehensive marketing strategy centred around personalized push notifications plus in-app and email messaging campaigns.

Building on a sophisticated understanding of user browsing and purchasing habits, the platform was able to deliver timely push notifications alerting those users of specific items, discounts and promotions relevant to their interests - at a highly granular level and even down to the individual item.

In addition, the in-app experience was customized and personalized using interstitials that directed users to similar items and discounts when already in the app experience.

A control group was isolated from all campaigns, meaning the cumulative impact of all campaigns could be calculated. As a result of these campaigns, **average revenue per user rose by 29% in the two month test period.**



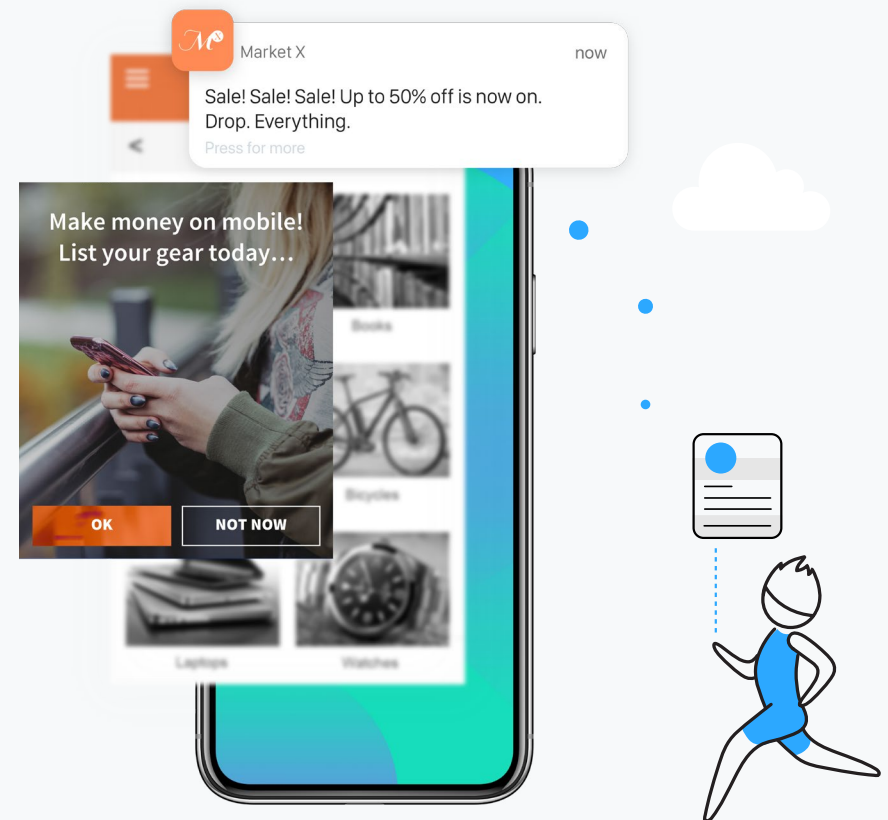
## Use Case 2:

A leading auction site, with a strong active mobile presence delivering >50% of all traffic, created a set of campaigns designed to drive the number of ads placed and thus total revenue.

These campaigns were targeted at users previously only using the service as purchasers, and were delivered based on user profile and previous spending patterns. The campaigns primarily used in-app messages, delivered after purchases in order not to disrupt users focused on their immediate goals - a great example of choose the right moment to engage.

These interstitials were supplemented with push notification campaigns, again delivered in a targeted and timely manner (based on when each individual was most likely to engage according to usage data), bringing lapsed purchasers back to use the service in a different way.

During the campaign period, **placed ads and thus revenue to the business rose by 23%**





## Use Case 3:

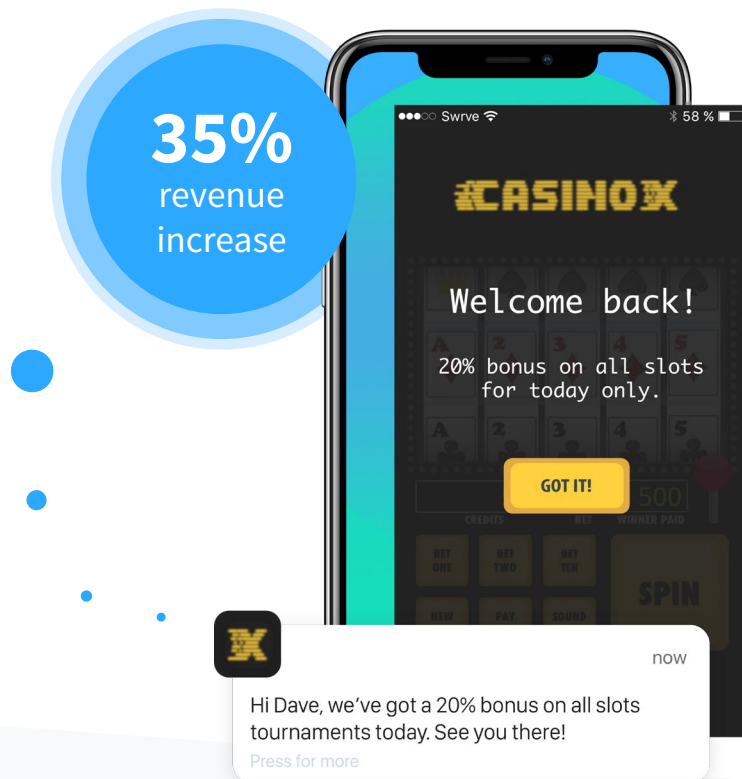
A leading online casino / slots provider and 'mobile-first' business used smart interactions to tackle both the early churn of users and drive up the percentage of players spending real money within their account.

Within this industry, maximizing these metrics is of critical concern and has a direct correlation with revenue earned via the relevant app store.

The business used targeted, personalized push notifications and in-app messages, both of which served to both drive engagement and the number of app sessions, and drive users towards real-money buy-in as a way to improve play and experience.

A typical campaign identified users who had accumulated a significant amount of time in the app but not purchased, and then offered a significant bonus in the event of buy-in: at exactly the right time, with the right message, and in the right channel.

As a result of these campaigns, **the organization saw revenues increase by 35%** when compared with a control group which saw none of these campaigns.





# Retention

Everyone knows churn is a challenge for any digital business. Take mobile for example: 25% of all app installs use the app once and never again. Poor retention is effectively the equivalent of burning 25, 50, in some cases even 80% of your acquisition spend. But in a world characterized by almost infinite distraction - shifting retention numbers can be tough.

Sometimes it's important to measure the impact of campaigns on retention alone. It's also sometimes a 'cleaner' way to assess the impact of personalized and customized onboarding processes designed to ensure users understand your service and will thus continue to get value from it.

After all, no moment matters more than the first moments a new customer spends with your service.



Based on our work with mobile leaders, we believe **an integrated program of both optimized onboarding and personalized push, in-app and email campaigns can increase retention rates by a range of 15 - 50%.**





# Case Study 1:

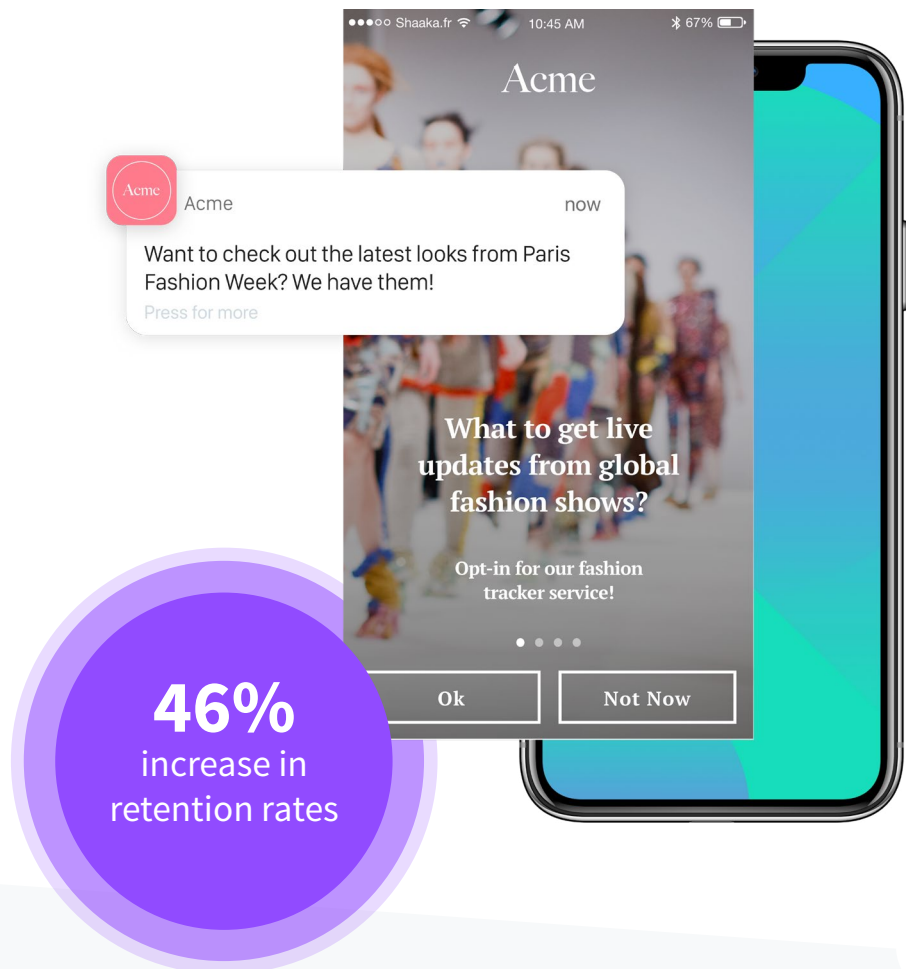
We worked with a major global publisher who wished to improve the multi-channel onboarding process and early stage communications program in order to drive early life retention numbers.

The campaign essentially consisted of three strands:

- The redesign and A/B testing of initial onboarding screens across multiple channels, which provide context and guidance for new users
- Improved push opt-in campaigns, which worked hard to sell the benefit of opting-in to ongoing communications
- A program of push, in-app and email campaigns designed to drive ongoing engagement in the crucial first few days since install

Together, these campaigns gave new users the best possible introduction to the service and helped ensure that the publisher 'won the moment' across the vital first five days of the relationship.

This integrated approach delivered a sea change in 'stickiness', with **retention rates increasing by 46% over the course of the project.**





## Case Study 2:

An international e-learning business wished to drive early-lifecycle engagement and retention. As schoolchildren and teenagers (a demographic prone to short attention spans) were among the core audience, keeping on top of these metrics was both important and challenging.

The business first established a control group, which was not exposed to any aspect of the campaigns. Meanwhile members of the active group were carefully tracked to ensure the organization had full visibility on their behaviors and interests.

Based on that knowledge, which was collected at an extremely granular level and available in real-time via the Swrve platform, a range of push, in-app and email campaigns was created that leveraged both real world events and user history to deliver 'right message, right time' communications that drove significant engagement across the board. All individual campaigns were A/B tested to further optimize response rates.

**As a result of this activity, the active group saw an increase in Day 7 Retention of 16%**





# Purchase / Conversion

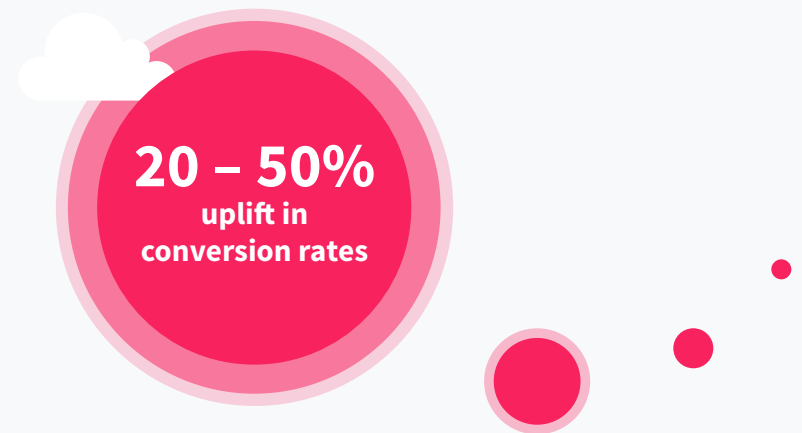
In many industries, and particularly any form of retail, getting mobile users from browsing to purchasing is a key step on the journey. Ultimately, the success of any business will depend on increasing the percentage of browsers who ultimately become buyers - and increasing the value of those buyers already acquired.

That means winning the 'moment of conversion'.

Those numbers are an essential component of ROI, and it is vital to deliver the moments and experiences that ensure as high a percentage as possible go on to purchase. That demands a sophisticated understanding of user behavior and targeted, tested campaigns that help get those users 'over the line'.

Purchases differ significantly across industries. A registration for a service may be complex and costly, whereas a single in-app purchase can be delivered at low cost and the touch of a button. For this reason it is harder to generalize about uplifts. In the former case, uplifts of 5-10% are not uncommon - and also extremely significant for the business.

For one-off purchases, **we typically see uplift in conversion rates in the region 20-50%** when compared with a control group not exposed to the campaign.





# Case Study 1:

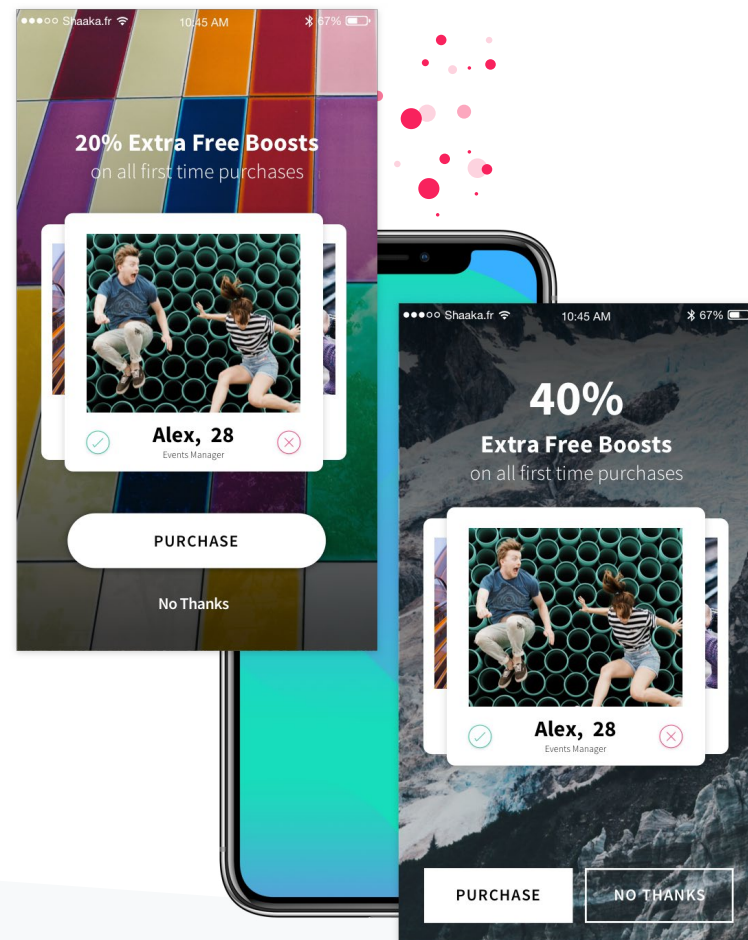
We worked with a leading global dating app to deliver a significant uplift in the number of credits purchased by the average app user.

Whilst use of the service is free, these credits enable users to contact others without a 'match' and are a key source of revenue for the organization.

Swrve helped devise a campaign targeted to non-spending users, communicating the benefits of these credits and where appropriate offering a bonus or discount as an additional incentive to graduate from 'browser' to 'buyer'.

Communication took place through both push notifications and in-app messages - channels native to the mobile device on which the service lives. More importantly, we worked hard on timing to ensure the 'moment' of interaction was perfect for each user

Cumulatively, **this campaign delivered an uplift of 39% in the purchase of credits** when compared with an equivalent control group.





## Case Study 2:

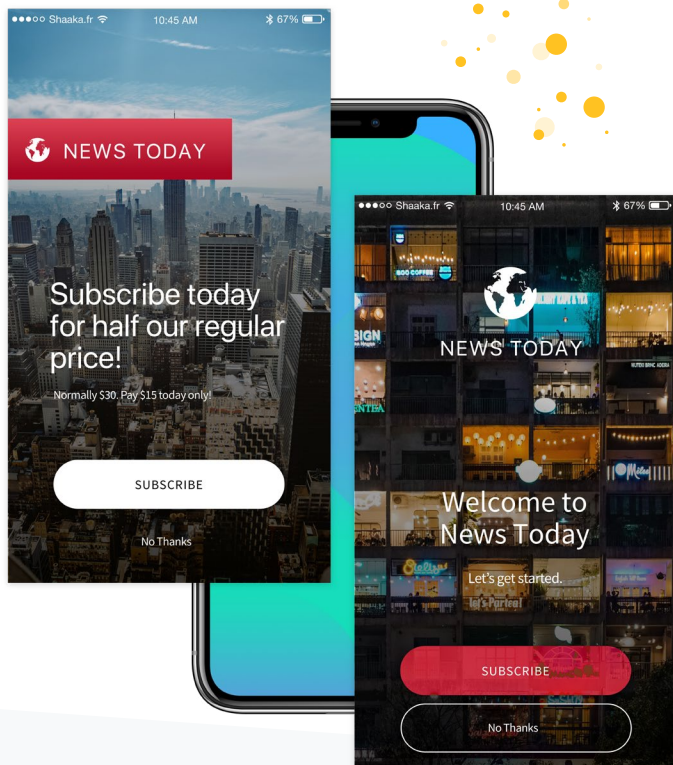
A major magazine publisher, managing multiple titles across the globe, wished to maximize the number of mobile users graduating from a free trial (offered as standard) to a full paid subscription.

In order to make this happen, a large-scale program was launched building on user actions and behaviors during the free trial. Rather than delivering a simple 'one size fits all' campaign millions of individual interactions were delivered, each tailored to the individual user.

These highly targeted subscription campaigns that focused on areas of interest to individual readers and were delivered at 'optimal time' - when users were most likely to open the app.

In addition, an A/B testing program was used to identify an improved onboarding process and thus ensure free trial users were able to get the best possible value from their experience - further improving the chances of graduation to full subscription.

As a result of this combined and integrated campaign, **conversion rates from free trial to subscription rose by a full 49%** - a superb result for the business.





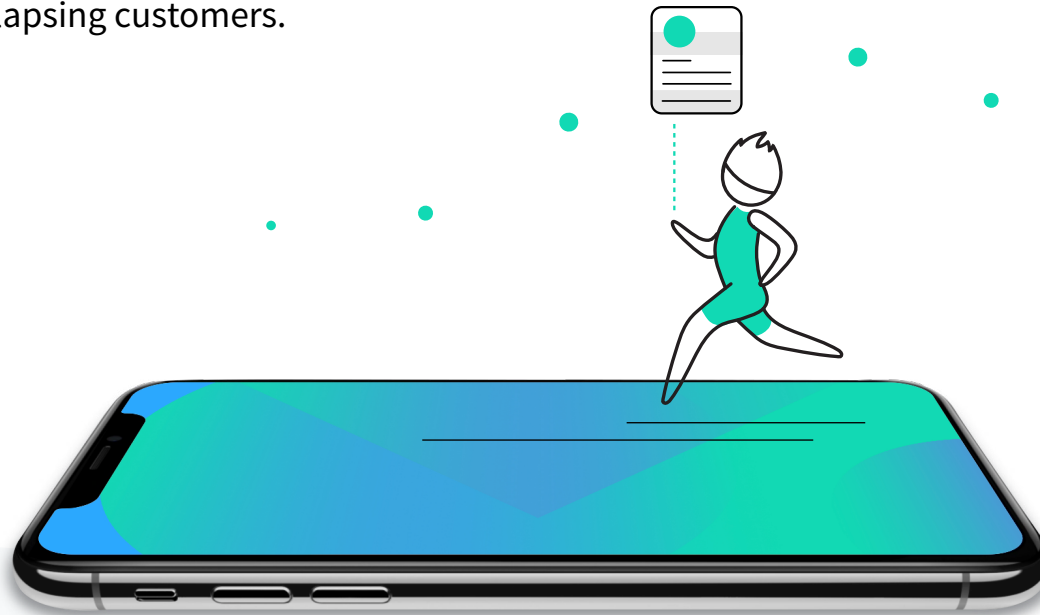
## Case Study 3:

A global mobile network had a number of key goals for their mobile app, most importantly increasing the number of plans and renewals sold through the app.

At the time numbers in this area were disappointing, largely due to generic messaging that did not distinguish between the unique experiences each customer had. Together we planned and created a stream of 240 unique push notifications across 10 markets, reaching everyone from new users, to active users, to lapsing customers.

Using lifecycle profiling in this way enabled the business to communicate at the right time for the right audience. Individual customers began using the app more frequently, and they were incentivized to purchase at the right moment.

The Result: the active user segment, when compared with the control held back, bought an incremental 253,000 plans, which came to a total of \$2 million. A huge uplift in revenue.





# About Swrve

Swrve helps brands win more moments of customer engagement with real-time marketing automation software that delivers microtargeted messages in relevant moments across mobile, email, web, TV and emerging digital channels.

Marketing and product teams use the Swrve platform's real-time data integration, behavioral analysis and machine learning engines to create dynamic campaigns that automatically target and trigger messages to millions of segments of one. Swrve continuously collects and shares data on customer behavior and attributes from its own SDKs embedded in applications and through flexible data orchestration with virtually any external system or data service.

With expert marketing and technical services, Swrve helps brands create dynamic campaigns that onboard, retain, convert and monetize for faster growth and higher customer lifetime value (CLV).





# SWRVE

Swrve works with some of the world's leading customer-facing organizations including Emirates, Virgin, Warner Brothers, Ryanair, Netgear and Samsung. As a highly scalable platform handling billions of events every single day, they rely on us to deliver outstanding experiences and impactful campaigns in-the-moment to their customer base.



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