QuickPivot™

Case Study

User Acceptance and Retention

Client provides agency partners with the buy-side and sell-side trading tools. Product is a free add-on to main product subscription, and is provided on-request after contact by sales team. Client then receives commission on trades, and customer-received discount on terminal subscription when trades are placed. Win-win for both.

Challenges

- Product takes 60 days to install and there is little post-signup support
- Little incentive existed for users to use free tool in highly competitive market for similar resources, and little direct interaction with those with buying authority to incentivize staffers to use too
- Huge untapped revenue opportunity from existing customer base

Tactics

- Integrated, multi-channel campaign designed and executed via marketing automation tool
- Campaign included downloadable welcome packets with product feature reviews, tips and tricks, usage survey, user campaigns
  - Companion campaign sent to corporate decision makers to reinforce ROI with testimonials
- Content highlighted features, tips and benefits, as well as upsell incentives to drive usage (“Get your piece of the pie” offer and access to special events)

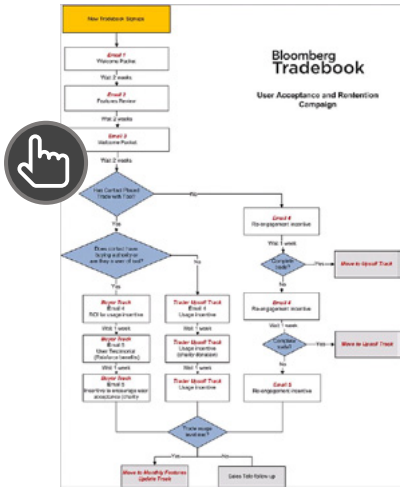
Results

15%

Increase in revenue from increased trade volume, directly measurable against campaign components

- Increased awareness of product features by users and buyers
- Ongoing research to customer opinions on product, competitive products and the business requirements…to improve product and marketing campaigns alike.

Roll over images below for more on these tactics



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About QuickPivot™

QuickPivot is the leader in real-time cross-channel marketing automation and services for B2B and B2C enterprises. QuickPivot delivers insight plus channels plus content in one marketing platform to enable marketers to listen, connect, learn, and adapt to the changing needs of customers. For more information, visit www.quickpivot.com, or call +1-617-880-4000, or email info@quickpivot.com.

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