



CASE STUDY

STARFISH 360 HELPS DELIVER 10,000 NEW AND HIGHER VALUE CUSTOMERS

Starfish 360 has helped deliver more than 10,000 new customers and secured an increase in higher value jobs for one of the UK's largest digital tradesman recommendation services.

With a mission to connect homeowners with the best local tradesmen, the company provides an online and mobile service allowing customers to post jobs for trusted and registered tradesmen to secure at competitive rates.

Starfish 360's challenge was to drive distribution of an app that targeted an audience more likely to submit higher value jobs as well as identifying new customers via a direct mail campaign.

The key issue was that the app had already been created but did not have tracking capabilities. This severely restricted the client's marketing ability to identify customer groups who download the app, find those who submit higher value jobs, lapsed customers, and new customer groups.

The client also acknowledged that they needed to be able to segment and analyse their customer base to ensure that any future digital roadmap and mobile app were aligned to customer needs.

Starfish 360 was appointed to help because of its experience in planning and building customer communities integrated across mobile and web channels. The digital and mobile experts have an analytical approach to campaigns and are independent of any technology and software maker, which means they are free to recommend the best-fit partners.

Chris Brassington, CEO of Starfish 360, says: “We conducted a review of the existing app to identify the key missing analytical capabilities and what could be done to improve the customer experience. We were then able to offer reverse engineering of analytical monitoring into the app that linked to campaign tracking and reviews.

“As part of the project we also vetted and identified third-party data providers who could give the company suitable target customer data for the distribution of the app and any potential new customer groups.”

Starfish 360 took a collaborative approach by working with the client to review all relevant marketing assets and implement campaigns online and through mobile. It agreed multiple marketing messages with various customer calls to action to identify target groups with the highest response rate relating to the cost of the job submitted. The data collected was used to provide the basis of long term customer acquisition campaigns across digital and mobile channels.

The above approach was taken because the client wanted to ensure that qualified targeting identified new audiences to generate a more regular flow of jobs and existing audience segments generating higher value jobs. On this basis they could evaluate the more effective use of future mobile and digital marketing that is focused on customer acquisition and value job generation.

It took just three months to implement the solution and within two to three weeks a significant increase in app distribution was secured and digital engagement drove more than 10,000 new job submissions.

The client can now measure and analyse customer behaviour through the app and can identify the audiences generating higher value jobs. New audiences can also be found with a pre-disposition to submit jobs regularly and the data analysis leads to long term customer insight achieving improved product features and functionality, which gives them a best-in-class digital and mobile customer service and experience.

For more information about Starfish 360 please click on www.starfish360.com
or contact Starfish 360 at info@starfish360.com.