



Bridgevine

Increases conversions 300 percent with automated SMS program

Overview

The need

Bridgevine was looking for a more effective way to help ensure prospective customers followed through on scheduling an appointment.

The solution

With the help of IBM® Marketing Cloud, Bridgevine's marketing team implemented an automated email and SMS campaign to proactively increase conversions.

The benefit

Bridgevine achieved a call-back rate of 33 percent, increased conversions by 300 percent, and expanded the SMS program, with 30 percent of new email prospects also opting in for SMS.

Bridgevine powers customer acquisition solutions through its next generation technology platform. It thrives in a digital market where product and service supply from leading service brands intersects with residential and SMB customer demand. Participating partners in the telecommunications, cable, satellite, home security, and energy sectors delight in acquiring new customers, building brand loyalty and unlocking new revenue streams. Bridgevine's technology platform has generated over USD15 billion in annual recurring revenue for business partners since its inception in 2003. For more information, visit www.bridgevine.com.

Increase customer conversions

Marketing to an entirely B2C audience, the Bridgevine marketing team was challenged with prospective customers not following through with conversions—in this instance, calling into the call center to schedule an installation appointment.

The team implemented an automated email and SMS campaign with the goal of being more proactive than reactive to increase these conversions.

“The central marketing database in IBM Marketing Cloud allows us to seamlessly pass prospect information from one channel to another, including offline data from our call center. This powerful capability enables us to give our prospects real-time messages that result in immediate ROI for our business,” Adam Berlin, Email and SMS Marketing Manager, Bridgevine, Inc.



Implemented an automated email and SMS campaign

Bridgevine has placed a short form that includes both email address and mobile number on its TimeWarner microsite. If a prospect completes the form and opts in to receive future communications, but does not immediately schedule an appointment, the individual is automatically placed into an automated re-touch program.

In this program, the lead receives an automated SMS and email—both triggered via IBM Marketing Cloud—upon submission of the form. The first SMS is delivered in 1-2 minutes of the form submission. The lead continues to receive automated SMS and email messages for up to three days, unless it becomes a conversion before then.

If the prospect in the program does call to schedule an installation appointment, the IBM Marketing Cloud platform is tied to the Bridgevine call center via an API, therefore automatically removing the prospect from the program.

Higher prospect conversion levels

The program, which began at the end of February 2014, has resulted in a 300 percent increase in conversions, with a call-back rate of 33 percent!

More than 30 percent of the prospects who provided their email addresses also opted in to the SMS program. SMS is the primary conversion channel, with a call-back rate of 27 percent.

Solution components

Software

- IBM® Marketing Cloud

About Silverpop, an IBM Company

Silverpop, an IBM Company, is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions. IBM Marketing Cloud—built on the foundation of Silverpop Engage®—uses customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time. IBM Marketing Cloud powers the delivery of exceptional experiences for customers across the buyer journey.

For more information

To learn more about IBM Silverpop, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

silverpop.com/marketing-cloud/ibm-marketing-cloud



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