VoucherCodes uses Lead Intelligence to reveal and enhance supplier ROI

Introduction

VoucherCodes.co.uk brings together the best vouchers and codes, deals and sales to help save people more money. The site works with over 2,000 UK retailers and restaurants covering every imaginable product and service and recorded 10 million voucher downloads in 2009.

Objectives

VoucherCodes' popular "20 Best Voucher Codes" weekly email newsletter is used to attract users to the site and is promoted via various routes including PPC, SEO and affiliate marketing. The results and costs were rather widespread however, making management and optimisation a challenge. VoucherCodes therefore felt email validation could be incorporated to strengthen registrations. The business was also interested in using classic lead generation tactics due to their ability to provide high quality results for low financial risk.

VoucherCodes ultimately required reliable insight into all its lead suppliers and their relative ROI so that they could put structures in place to measure, manage and ultimately enhance activity. To be able to do so, they also needed actionable, automatic reporting that enabled the business to take decisions on suppliers and support media negotiations.

Snapshot

- ✔ Lead Intelligence worked with VoucherCodes to investigate and improve newsletter take-up
- ✔ Platform analysed success and ROI per supplier
- ✔ Registrations validated by up to 4 trigger emails
- ✔ Solution provides continual optimisation and uplift for campaign

Example of VoucherCodes offer

Get the 20 Best Voucher Codes Email for Free Every Week!
VoucherCodes.co.uk is the best place to find 2 for 1 restaurant vouchers, online voucher codes and discounts. Sign up to our Free Weekly Email and join millions of people saving money at stores and restaurants like Dixons, Pizza Express, ASOS, Tesco, ASK and many many more. privacy policy

The Magnetise Approach

Lead Intelligence, one of the Magnetise Group's range of online lead generation solutions, was brought on to support both the analysis and management of the campaign.

The first process involved de-duplicating and homogenising the data from all those who had opted into receiving the newsletter. Those results were then validated against the business rules and objectives to assess basic success. Following this, each valid lead was activated and qualified with up to four trigger emails to provide further validation of intent. The resultant data was then fed through Lead Intelligence's comprehensive reporting to provide immediate analysis and scoring data, broken down by supplier to enable the business to assess relative success and costs. All validation and analysis was conducted automatically and seamlessly by the Lead Intelligence platform following the inclusion of the required parameters. Custom KPIs were also entered into the system, which enabled alerts to deliver meaningful information for further optimisation as the campaign progressed.

VoucherCodes email

Initial Results

Lead Intelligence enabled VoucherCodes to easily and automatically identify and weed out unsuccessful suppliers. On a 30 day snapshot, it found that the percentage of non payables per source ranged from a 12% low to a 47% high, which included the hard-bounce rates from the primary email sign up communication. Click rates from the trigger emails meanwhile averaged 35%.

The Lead Intelligence solution also made recommendations on how to improve performance and ROI, both overall and per supplier, which in turn improves responses to the campaign and take up of the weekly newsletter. As this feedback is implemented the campaign will see further optimisation and uplift.

Ongoing Activity

Lead Intelligence continues to work with the VoucherCodes brand, ensuring consistent analysis to optimise the ongoing campaign and enhance both its supplier relationships and results.

The 20 Best Voucher Codes email list currently runs at over 1 million registrations.

Conclusion

eConversions Ltd., operator of the VoucherCodes service, commented:

" This program has been very successful. Lead Intelligence provides a flexible technology with lots of bells and whistles, crucially they provide outstanding back-end lead consolidation and accountability. "

Lead Profile Report
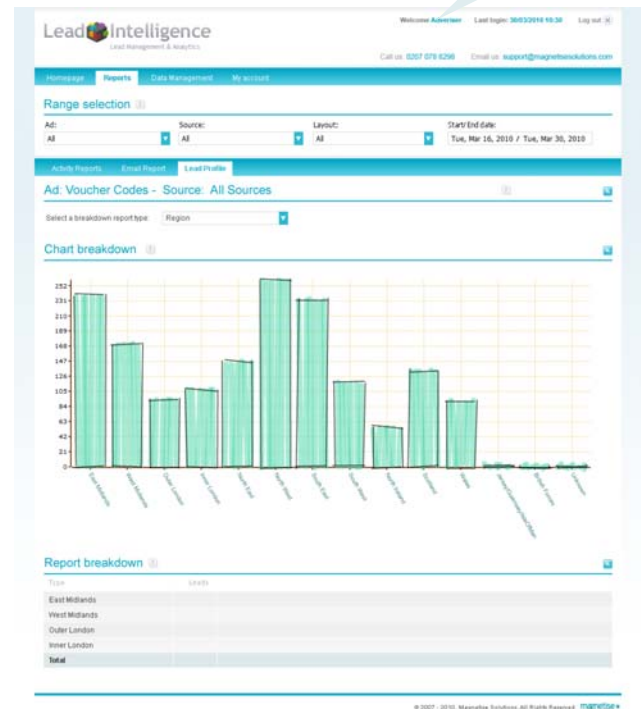
About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Fish4, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.

- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.

- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.

- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.