



CASE STUDY: RACING POST

Racing Post — the United Kingdom’s No. 1 horse racing daily media site — offers its subscribers the most up-to-date stats, articles and news about the horse and greyhound racing circuits. Racing fans subscribe to regular e-newsletters, read content and place bets on their website and even access articles and betting information on-the-go via tablet and mobile apps.

CHALLENGE

With so many digital channels, Racing Post had plenty of rich customer data, but lacked a way to stitch it together to better engage their customers at key decision-making moments. Overwhelmed with one-off generic email campaigns, they also wanted to align their marketing messaging with various stages in their customer journey and ultimately hit their KPI (Key Performance Indicator) of increasing email opens and subscription conversions from email by 10%.

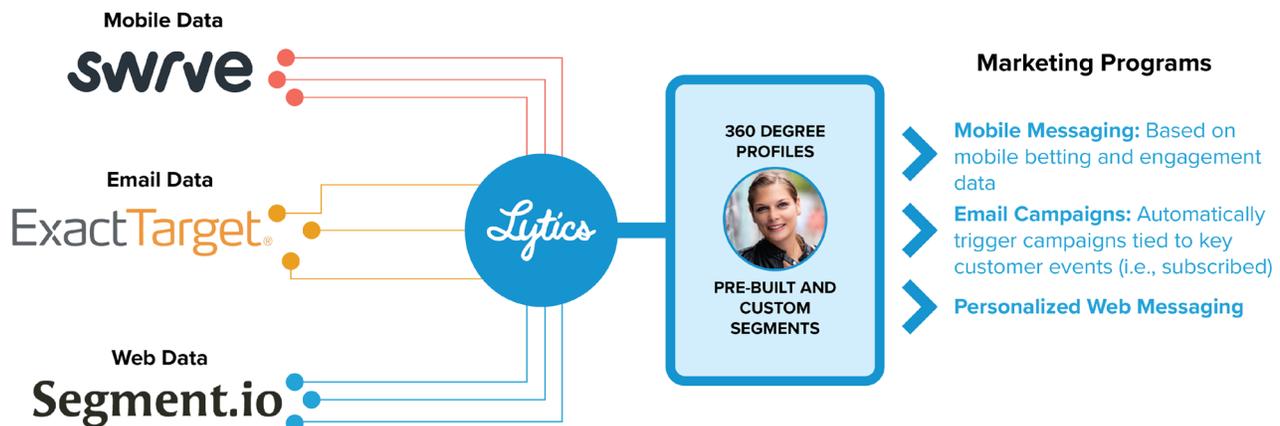
SOLUTION

Lytics enabled Racing Post to unify their customer data into a comprehensive view of their customers’

behavior across all channels. To do this, Lytics leveraged various integrations to pull in customer data: Segment for pulling web and iPad betting data, Swrve for integrating mobile app betting and engagement data, and ExactTarget for email data.

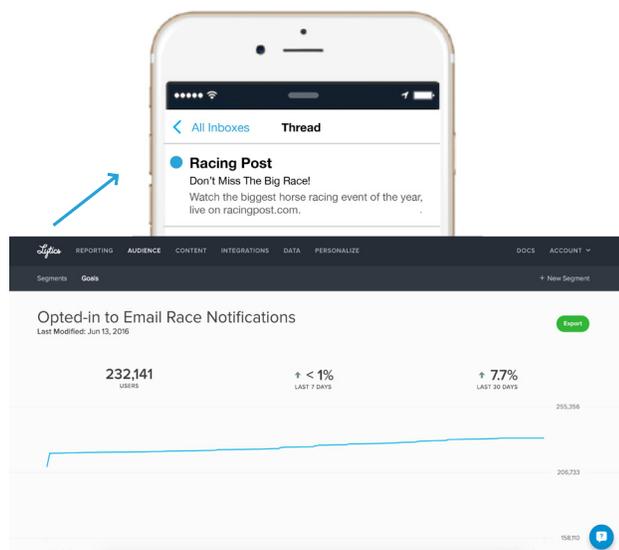
With all of their customer data flowing into Lytics, Racing Post could now create relevant, behavior-based marketing campaigns. They used Lytics to automatically trigger email drip campaigns within ExactTarget, their Email Service Provider. These triggers tie to key customer events, for example, when visitors sign up for trial subscriptions, make a purchase, or have accounts nearing expiration.

Racing Post also took advantage of Lytics’ Journey Reporting to define customer lifecycle stages (anonymous, known, prospect, customer). With these milestones in place on a visual dashboard, they were able to focus their marketing efforts and gauge progress as customers move through various stages of the funnel.



“BY CREATING MORE SPECIFIC AND DYNAMIC SEGMENTATION, OUR MARKETING CAMPAIGNS HAVE BECOME A LOT MORE DATA-DRIVEN — WHICH HAS SEEN IMMEDIATE RESULTS IN TERMS OF BOTH ENGAGEMENT AND CONVERSION.”

-DAVID BRADLEY, CRM MANAGER, RACING POST



For example, in an effort to encourage “anonymous” visitors to provide their contact information, Racing Post ran contest-based surveys. In less than five months, they collected over 25,000 email addresses. They also started incorporating surveys during the free subscription sign-up process to better qualify prospects and move “known” visitors into “customers.” This allowed Racing Post to better understand where subscribers like to visit, the kinds of races they bet on, their betting frequency, and other individual preferences so that they could run more targeted marketing campaigns.

Racing Post is exploring the use of Lytics’ Segment Machine Learning (SegmentML) to engage subscribers at critical moments as their engagement fluctuates. Segment ML identifies the subscribers who are most likely to leave one audience segment (e.g., anonymous) and join another segment (“Likely to Buy”), allowing Racing Post to leverage this intelligence to nudge customers who are likely to purchase, or win-back customers who are at risk of churning.

RESULT

Lytics enabled Racing Post to deliver more targeted, behavior-based emails campaigns, but their success took an even bigger jump when they used Lytics’ predictive scoring features. Racing Post started sending more frequent emails to individuals that Lytics identified as “Highly Engaged” and simultaneously ramped down the number of emails sent to those marked as “disengaged.”

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The results were impressive: In one month’s time, they increased their open rates by nearly 20% — double their initial goal — and saw a significant spike in subscription sales. Racing Post accomplished this without additional marketing spend. They simply sent more emails to subscribers that Lytics identified as highly engaged, and less emails to subscribers with lower engagement scoring, so that they didn’t have to increase their total sent email volume.

“We’ve been using Lytics for over a year now and they have really helped us to get a better understanding of who our customers are and how they are engaging with us,” said David Bradley, Manager of Customer Relationship Management at Racing Post. “The dedicated team at Lytics have really made this possible through their hard work and support and for this we are very grateful.” 🙌