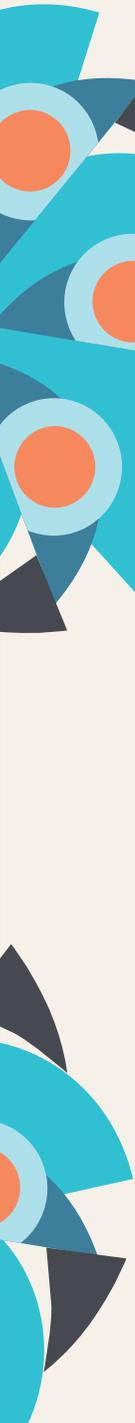


# BACS

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Using Engine Rapport to deliver media intelligently



# 1. BACS

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BACS has been providing money transfer services in the UK for over 45 years. More than 120 billion transactions have been recorded via BACS since its inception, and, in recent times, its remit has grown to encompass the management of third party services.

One of these is the Current Account Switch Service (CASS), designed to make switching between banks and building societies easy and stress-free.



# 1. Challenge

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In September 2016 CASS launched a new integrated campaign designed to raise awareness around the benefits of using its services. With an estimated 450K individuals set to visit the website, CASS had an exciting opportunity to record individual content engagement and use these learnings to improve the online experience, ultimately increasing onsite engagement and the efficiency of its media delivery.

We deployed Engine's customer engagement tool:

Rapport. Why?

**To gain greater understanding of the most appropriate audiences to target off-site and the most effective content to drive confidence in CASS and their consideration of the switching process.**

## 2. The Engine Approach

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Using Rapport's sophisticated website tagging architecture, we were able to assign individuals with anonymous user IDs based on cookie data. This allowed us to track on-site engagement and customer journeys on an individual level, rather than by using aggregated engagement scores.

An assessment of media spend efficiency could then be carried out, feeding into a real-time dashboard showing media spend by channel against site hits and engagement. These were regularly presented back to the client to allow for in-flight campaign strategy review.

We then used this insight to optimise communications.

The project was split into two work streams:





## Retargeting

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By retargeting previous visitors to the site with relevant content based on their browse behaviours, we raised click-through rates by 260%.

As well as this, Rapport's tagging capability allowed us to track cookies and build up profiles of users against their site engagement. This gave us a profile of likely switchers which we could then use to intelligently target similar profiles in the prospect universe.



## Intelligent prospecting

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By serving a survey poll on both entry and exit to the site asking users how likely they are to switch accounts, we were able to test whether or not content engagement had an effect on user consideration. We found that through varying levels of exposure to site content we could increase consideration by up to 4%.

By overlaying survey results onto existing behavioural profiles, we could then find 'look-a-like' users in the prospect universe (via a data management platform) who had never been on the CASS site but matched our likely switchers' browse behaviour. The result of this intelligent targeting was an acquisition click-through uplift of 870%, from 0.1% to 0.97%.

# 3. Results

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The output is a dynamic and intelligent acquisition campaign, driven by previously unknown insight into the ways users interact with CASS content both on site and off.



# ENGINE rapport

A more intelligent customer engagement  
& media delivery platform