



Current Account Switch Service

Delivering media more
intelligently

The Challenge

“A dynamic and intelligent acquisition campaign, driven by previously unknown insight.”

450k

new visitors to the site

1%

of active current accounts switched provider
between 1st July 2016 and 30th June 2017 ¹

BACS have been providing money transfer services in the UK for over 45 years. As a low-profile but ubiquitous company, BACS operates through a group of services, one of which is the Current Account Switch Service (CASS).

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 Fuel’s best-in-class website tagging capability. 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.

¹ Current Account Switch Service (July 2017)

The Fuel Approach

Using our 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

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, our 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

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%**.



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About Fuel

Fuel is a marketing data and analytics agency. We believe those brands that thrive in the ever-changing future will be those that harness the combined power of data, analytics, technology and communication. We specialise in harnessing customer data to power profitable growth.

We pride ourselves on providing CRM expertise to some of the world's leading brands, including Lexus, E.ON and Domino's. We are the only data agency to have won Gold at the IPA Effectiveness Awards, the DMA Awards and the Marketing Week Data Strategy Awards.

Fuel is part of the Engine Group, the UK's largest independent marketing communications agency, providing a full breadth of marketing services covering advertising, social media, sponsorship, marketing, data, public relations and brand consultancy. We have 13 agencies in the group who between them work with one in five of the UK's top 100 marketing spenders.

