

# Wickes

Reinvigorating the  
TradePro engagement  
programme



# The Context

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**11bn**

Current value of the UK home improvement market

**8%**

Sales currently made online in the market

The home improvement and DIY market reached its peak in 2014. Since then, it has become a perceived value environment: one in which it is hard to differentiate other than on price. All major players in this market are planning investment to increase market share, whether it be through an increase in physical stores or improvement of the digital purchase journey.

What's more, the emergence of new players with a digital focus has meant traditional big players, like Wickes, have had to re-think the way it engages with customers in an increasingly fragmenting market.

# Wickes' Challenges

## The Challenge

The Wickes 'Trade Pro' programme is designed to engage professional traders, making Wickes a one-stop-shop for their day-to-day trade needs. Key benefits of membership in the scheme include discounts and 'first to know' knowledge on the latest products and deals.

However, the only communication sent to these customers was a string of welcome emails, meaning there was no attempt to increase engagement with the scheme. Trade Pro members were not re-purchasing and many were becoming 'lapsed' members.



## The Fuel approach

Fuel created a bespoke communications plan for three distinct groups of Trade Pro members: 'Nurture', 'Lapsing' and 'Lapsed'.

Each received tailored communications personalised to their customer status: existing customers received vouchers incentivising them to purchase by reminding them of membership benefits. Lapsed, or lapsing, customers received discounted offers that differed depending on their average transaction value; those that spent more on average would receive a larger discount voucher.

Creating bespoke communications in this way promotes deeper engagement with email communications by serving relevant and genuinely desirable deals. It is a prime example of personalisation done the right way.

Of course, we also created a control group within the Trade Pro base which received no communications, allowing us to set benchmarks against which uplifts could be measured.

## The Results



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Revenue in respondents increased  
by **14%**.



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Total number of items per basket  
increased by **15%**.



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Average transaction value increased  
by **9%**.

# 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.



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