

Bridgevine increases conversions 300 percent with automated SMS program

Overview

The need

Bridgevine was looking for a more effective way to help ensure prospective customers followed through on scheduling an appointment.

The solution

With the help of IBM® Marketing Cloud, Bridgevine's marketing team implemented an automated email and SMS campaign to proactively increase conversions.

The benefit

Bridgevine achieved a call-back rate of 33 percent, increased conversions by 300 percent, and expanded the SMS program, with 30 percent of new email prospects also opting in for SMS.

“The central marketing database in IBM Marketing Cloud allows us to seamlessly pass prospect information from one channel to another, including offline data from our call center. This powerful capability enables us to give our prospects real-time messages that result in immediate ROI for our business.”

— Bridgevine Email and SMS Marketing Manager

Marketing to an entirely B2C audience, the Bridgevine marketing team was challenged with prospective customers not following through with conversions—in this instance, calling into the contact center to schedule an installation appointment.

The team implemented an automated email and SMS campaign with the goal of being more proactive than reactive to increase these conversions.

Implemented an automated email and SMS campaign

Bridgevine has placed a short form that includes both an email address and mobile number on its TimeWarner microsite. If a prospect completes the form and opts in to receive future communications, but does not immediately schedule an appointment, the individual is automatically placed into an automated re-touch program.

In this program, the lead receives an automated SMS and email—both triggered via IBM Marketing Cloud—upon submission of the form. The first SMS is delivered in 1-2 minutes of the form submission. The lead continues to receive automated SMS and email messages for up to three days, unless it becomes a conversion before then.

If the prospect in the program does call to schedule an installation appointment, the IBM Marketing Cloud platform is tied to the Bridgevine contact center via an API, therefore automatically removing the prospect from the program.

Higher prospect conversion levels

The program has resulted in a 300 percent increase in conversions with a call-back rate of 33 percent.

More than 30 percent of the prospects who provided their email addresses also opted in to the SMS program. SMS is the primary conversion channel, with a callback rate of 27 percent.

Solution components Software

IBM® Marketing Cloud

About Bridgevine

Bridgevine is the home of customer acquisition. Our innovative solutions are designed to sell products, monetize customers and enable technology for the telecommunications, cable, satellite, home security, home improvement and energy sectors. We thrive in digital marketplaces where product and service supply from leading service brands intersect with residential and small business customer demand. Through a blend of online, offline, social, mobile and direct marketing, one in every four households use the Bridgevine platform to help inform and make home and small business purchasing decisions. The company has enabled more than \$1.9 billion in recurring revenue every year for our valued business partners. For more information, contact us at www.bridgevine.com/contact.