CAANZ Beacon Awards 2016

Case Study

Agency Name:	**MBM**
Advertiser Name:	**Loyalty New Zealand**
Gold Beacon Award Category:	**Best Use of Data**

Preaching to the (Almost) Converted

Fly Buys is New Zealand's most popular loyalty programme, but reward redemption numbers had plateaued in recent years. MBM created and led a data-driven solution using dynamic remarketing that helped Fly Buys increase its redemption rates, created its biggest ever redemption week and won Gold in the Best Use of Data category in the Beacon Awards.

Background

With 2.5 million users, Fly Buys is New Zealand's most popular loyalty programme. Members spending their points on rewards are an integral part of the business model, as those who redeem are the ones being tangibly rewarded. However, in recent years, reward redemption numbers had not shown growth and this was a potential programme risk.

Campaign Objective

Fly Buys' digital tracking showed that while consumers were viewing rewards with intent to purchase, not all were completing the transaction. Fly Buys needed MBM to help convert reward browsers to reward redeemers, closing the loop on the purchasing process.

MBM's challenge was to deliver a performance uplift against the historic cost per points redeemed digital baseline and increase overall reward redemptions for Fly Buys.

Campaign Overview

In light of online shopping trends and digital targeting capabilities, MBM recognized an opportunity to create tailor-made messages for people with points to spend.

It needed to develop personalized communication using unique data points (e.g. reward type, value, delivery method) from visits to flybuys.co.nz and match this with real time reward information to encourage those who had been browsing rewards but hadn't completed their check out. More importantly, it needed to be delivered with urgency without being intrusive for the user, creating a natural extension of their Fly Buys reward redemption journey.

Media Strategy

MBM had recently implemented advanced Google Analytics tracking on the Fly Buys website and as a result could access greater data insights. It identified the core group who had not completed their transactions. The opportunity was to convert initial interest into actual reward redemption by reminding consumers of rewards recently viewed but not redeemed and showing options for purchase.

MBM's strategy was to close the purchase loop by using data to create display advertising that was personalised and hyper-relevant to consumers. This required using specific data inputs from the audience (Fly Buys balances and interactions); rewards (points value, delivery and eligibility for cash plus points); and the Fly Buys catalogue (real time access to ensure reward availability).

The approach used existing ad technology but with this additional data added at multiple levels, which meant a solution integrated tightly with Fly Buys. It also had to allow for business rules around delivery, reward flexibility and redemption options.

Advertising was deployed programmatically, only targeting the defined audience segments and using a combination of latency, recency and frequency strategies based on the time since exposure.

The media agency designed and led the entire underlying data and technical solution which relied on robust data collection, including real time access to the Fly Buys rewards catalogue. Using multiple data points, MBM delivered a streamlined consumer journey incorporating audience behaviour and segmentation, reward attributes and messaging specific to the consumer and their Fly Buys relationship.

Results

MBM's dynamic remarketing ads resulted in significant increases across Fly Buys' reward redemptions and online conversion rates and saw Fly Buys enjoy its biggest ever redemption week in November 2015. Such was its success that Fly Buys is continuing to run the campaign.