

Which?

Challenge:

Which? send their subscribers monthly content in the form of magazines, guides and online articles.

They had no way of monitoring how well their marketing activity was driving engagement and what effect it had on potential, new and existing customers.

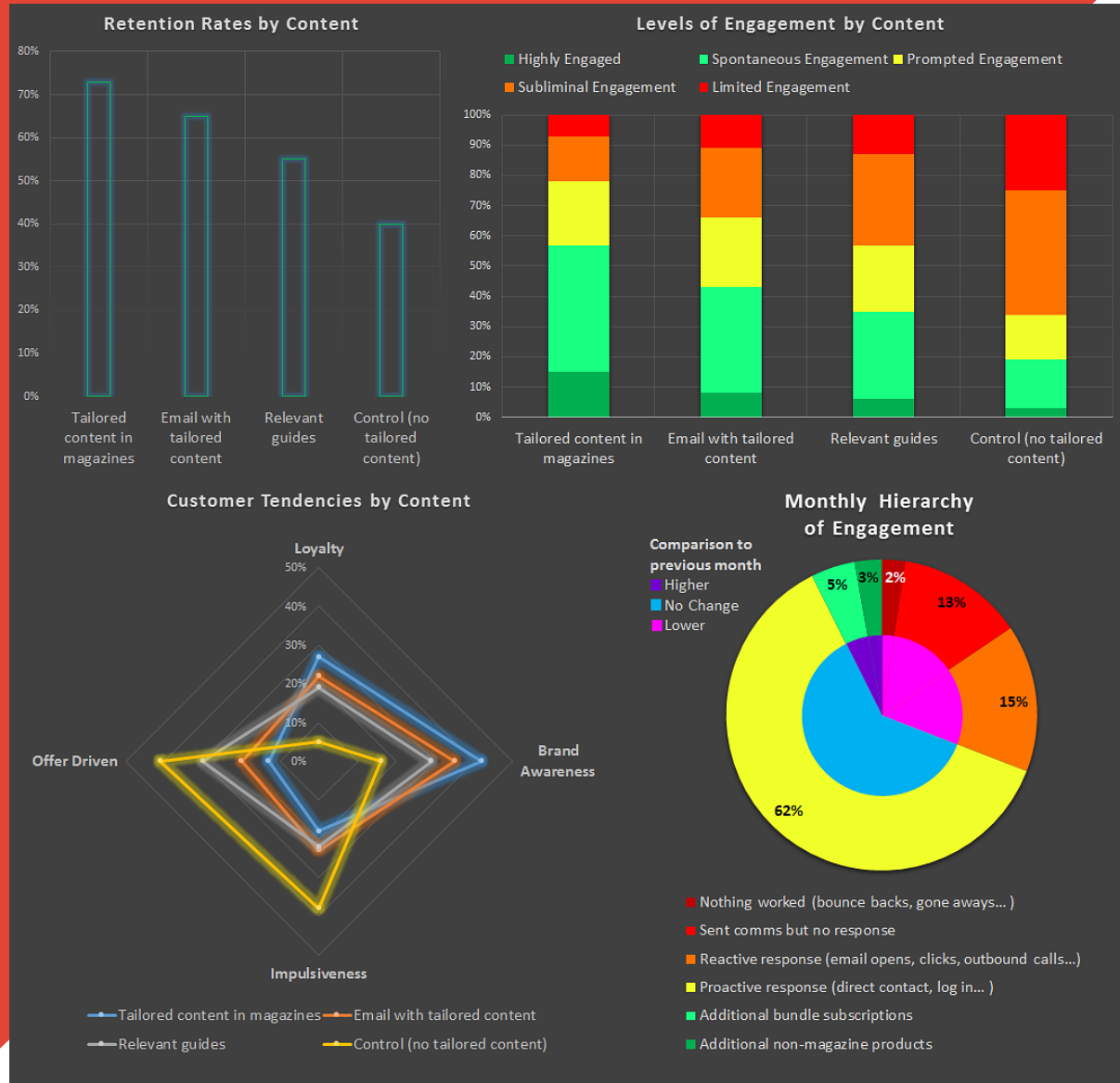


Which?

What we did: Dashboard build

We developed a series of dashboards to monitor ongoing marketing activity.

These were used to identify areas that would enable them to maximise new trialists, trialist to subscriber conversion rates and retention rates over time.



BEST PERFORMING CONTENT

BEST UK MOTORWAY SERVICES

HOW LONG WILL YOUR TV LAST?

MOBILE PHONE BILL SHOCK

WASHING MACHINES

ISA DEALS OF THE WEEK

BEST SPOTLIGHT BULBS REVEALED

CPP CARD PROTECTION PLAN

WHICH? AWARD WINNERS

Outcome:

The clear information delivered from the dashboards helped support Which? to evolve their marketing strategy into a success.

The insight enabled sub-teams within the marketing department to gain the necessary depth of information to optimise response. Retention rates increased by 8%.

