



Energy Company Moves to Precision Marketing with a Single View

Company Overview

A division of one of North America's leading energy utilities, the company markets unregulated energy-related products and services throughout a large US region, primarily to the parent company's four million customers..

Challenges + Goals

A lack of coordination between direct mail and email marketing efforts made a growth strategy that centered on acquiring new customers both costly and ineffective. The company relied on broker lists for rudimentary email blasts, but without a central database to link prospect and customer marketing, there was no record of program performance and the company missed opportunities to convert prospects or enhance the value of existing customers. The company knew it had to increase its marketing sophistication, but many options proved too costly or difficult to implement.

Winning Solution

Using the rgOne solution in a hosted environment, the company transformed its marketing efforts, quickly deploying a consolidated customer database with records for existing customers and prospects. It eliminated the need for list brokers for data or analysis. With Redpoint, the company builds its own cross-channel marketing programs for customer acquisition, cross-selling, up-selling and retention – and is pursuing new opportunities the moment they're identified.

The Redpoint solution enables marketers to capture contact and response history for every target customer, across all programs. With clear and quantifiable improvements in customer acquisition, the company is setting its sights on cross-channel marketing initiatives.

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Redpoint Global empowers brands to deliver highly personalized, contextually relevant experiences that optimize engagement and value. Redpoint solutions unify control over all customer data, determine next-best actions in real time, and orchestrate interactions across all touchpoints.

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CASE STUDY



HIGHLIGHTS

New

cross-sell and up-sell capabilities

Simplified

marketing management with a hosted solution

Integration

of all marketing data: prospects and existing customers

Campaign analysis, development and execution brought **in-house**

