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cross-media marketing



Pro-Active DATA HOSTING CASE STUDY



The Energy Saving Trust is one of the UK's leading organisations set up to address the damaging effects of climate change. They aim to cut carbon dioxide emissions – the main greenhouse gas causing climate change – by promoting the sustainable and efficient use of energy.

The Energy Saving Trust is an independent, non-profit making organisation that acts as a bridge from the Government to consumers, trade, businesses, local authorities and the energy market. They provide impartial information and advice, and have a network of advice centres in the UK specifically designed to help consumers take action to reduce consumption, as well as to help people to save money on energy bills.

BACKGROUND & OBJECTIVES

Pro-Active were engaged by the Energy Saving Trust's CRM and Digital team to deliver a new data solution for the Transport team and work alongside Kingpin Communications, their primary communications agency. While the Energy Saving Trust already had their data hosted with a database vendor, they were looking for a more intuitive solution. Their data was held in a robust database, but the interface lacked the ease of use required by the marketing team to get the best out of their data asset.

The required hosted solution needed to support monthly automated data feeds and ad-hoc data loads in order to create a Single Customer View; regular and ad-hoc campaign outputs; campaign reporting, database health and refresh reports. The main database comprised of 150,000 records with four monthly data feeds consisting of circa 14,000 records. The overall quality of the data was unknown, making it an important consideration.



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THE SOLUTION

The solution comprised of a cloud hosted database with online user access for the purposes of running database queries/counts, analysis and importing/exporting data for marketing campaigns. The system, developed and built by Pro-Active, was specifically designed for data hosting and client interaction. The PHP/MySQL based platform was hosted on a dedicated secure server.

Alongside the building of the database, we ensured the data was in the best condition possible and that the platform facilitated a Single Customer View. This gave a better understanding of customer behaviour and helped to improve relationship, retention and cross-sell activities, arming the Energy Saving Trust with the best solution for data access and campaign management.

CONCLUSIONS & OUTCOME

The interface was built with the marketer in mind and as a result usage of the database significantly increased. The Single Customer View ensured that the Energy Saving Trust were able to attain maximum leverage from their data asset. With the improvements to data quality, email deliverability was increased to 100%.

TESTIMONIAL

“I cannot thank Pro-Active and Kingpin enough for their clear communication and understanding of the brief, through to their prompt delivery of a database platform that really does work and is simple enough for the whole to team use.”



James Collins
Head of CRM & Digital