



Case Study:

Equifax Winback Email Program



## From Batch & Blast to Best in Class Behavioral Marketing: Equifax Winback Email Program

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### Objectives:

Equifax, a global leader in information solutions based in Atlanta, collaborated with BrightWave Marketing (the company's email agency of record) to develop an automated behavioral winback email program targeted at former Equifax customers.

The primary objective of this program was to replace its traditional 'batch and blast' sales programs, deployed bi-monthly containing repeat content, with a more efficient automated email program more effective in converting lapsed customers.

The sophisticated program BrightWave developed layered former customers' purchase information, including length of time since previous purchase, on top of their email behaviors to deliver an individualized, multi-touch email campaign with custom content and cadence. This customized content marketing approach provided a more robust 'guided selling' experience rather than a 'buy now' user experience previously leveraged.

### KPIs/Goals for the program included:

- Move from batch and blast approach to automated behavioral marketing
- Increase conversion rate and in turn, subscription sales
- Provide a more 'guided selling' experience
- Leverage email best practices for optimization

### Implementation:

In order to meet our objectives, as well as support the existing sales goals, the Equifax and BrightWave teams developed a strategy utilizing a seven touch automated email series.

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BrightWave developed creative and copy for 63 different versions of the email communications, and wrote and executed over 150 queries to support the daily automation process.

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The strategy identified nine unique lapsed customer segments leveraging both purchase price and cancellation data for each of the four Equifax products to include in the 70 day time period following the product expiration date.



In order to implement the approved strategy containing customized content and cadence for individual recipients, BrightWave developed **creative and copy for 63 versioned emails while developing and executing over 150 queries to support a daily automation process** built to support this complex messaging program within the existing database size and structure.

This program resulted in **117% lift in sales conversion rate.**

{ Equifax Winback Emails: ID Protection Offer, Privacy Control Offer, and Credit Monitor Offer }



## Results:

Overall, compared to the batch and blast approach used in the past, the Win Back behavioral email program\* provided a **117% lift in sales conversion rate**. Furthermore, since its initial implementation, the conversion rate for this behavior program has increased by over 50% as well as provided further insights into:

- New opportunities for optimization and testing
- Product specific conversion rates
- Messaging and offers

## About BrightWave

BrightWave is North America's leading email marketing agency. The award-winning firm specializes in elevating email marketing and digital messaging programs that drive revenue, cut costs and build relationships.

Headquartered in Atlanta, GA, BrightWave works with a blue chip client roster, including Affiliated Computer Service (A Xerox Company), Aflac, Chick-fil-A, Cox Business, Phillips 66 and Weather.com. For more information, please visit [www.BrightWave.com](http://www.BrightWave.com).

To learn more about how BrightWave can improve your email marketing program, contact Thomas Barnhart, Sr. Director of Business Development, at [TBarnhart@BrightWave.com](mailto:TBarnhart@BrightWave.com).