Acrotrend

Predictive customer analytics & insights case study

How Acrotrend helped a leading business publisher to increase subscriptions, revenue & profit

Acrotrend helps content-led subscription businesses to:

Acquire more customers faster and hold onto them for longer by keeping them happier

We increase Customer Lifetime Value (CLTV) by:

using actionable insights practical data science and sophisticated AI

Delivering results for a leading business publication

In 2020, a leading business publication wrote off £12m because of a failed project to replace the subscription-management system. On the ground, the customer experience did not live up to the promise of the brand.

We helped our client to transform the way they engaged with customers, enabled by a series of technology, data and product up-grades. Our work significantly improved how they acquire, engage, retain and serve cus-tomers. It now allows them to own and gain greater insight from customer data and enable digital innovation across all their businesses.
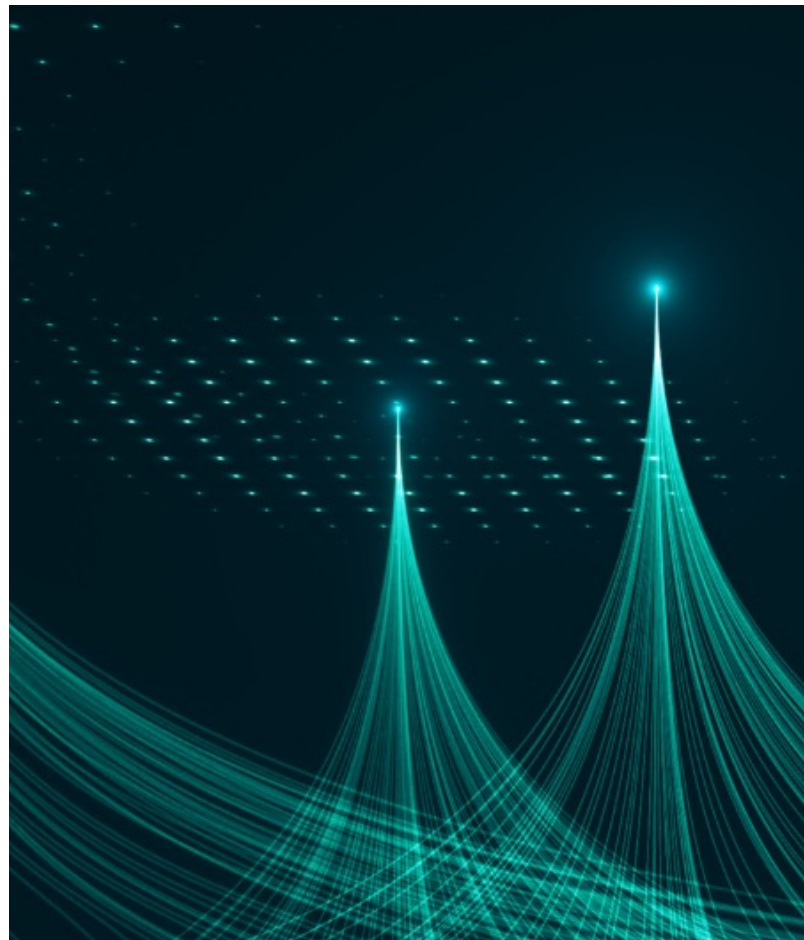
Scope of Change

Products	Digital, Print, Bundle (Print + Digital)

Types of Subscription	• Consumers (B2C) • Business accounts (B2B) • Gifts	• Students • 3rd party Agents • 3rd Party Apps • Partners & Affiliates

Deliverables

12 Dashboards	50+ KPIs
20+ source systems integrated	1.12m subscribers migrated across 5 regions

- Subscription to Customer centric reporting

- Issue to **Time based reporting**

- **360-degree Customer view** with blended transactional and behavioral data

- KPIs across different business functions – **Finance, Marketing, Retentions, Acquisitions & Product**

- Enhanced **Acquisitions & Retentions** through tailored service offerings

- Improved **Average Revenue per Subscriber** (ARPS)

- Customer **Segmentation** and personalized offer **recommendations**

- Increased **Customer Lifetime Value**

WE DELIVERED

+100k
Record subscriber growth

Enhanced Trialist Conversion Rate enabled increased acquisitions. Personalized offer recommendations led to increased reactivations of cancelled customers

+9%
Increase in subscription revenue

Tailored cross/up-sell offers and reduction in revenue leakage due to misuse of Student and Gifts offerings

+27%
Increase in first year retention

Tailored cancel save offers and improved customer experience at various touchpoints to reduce churn
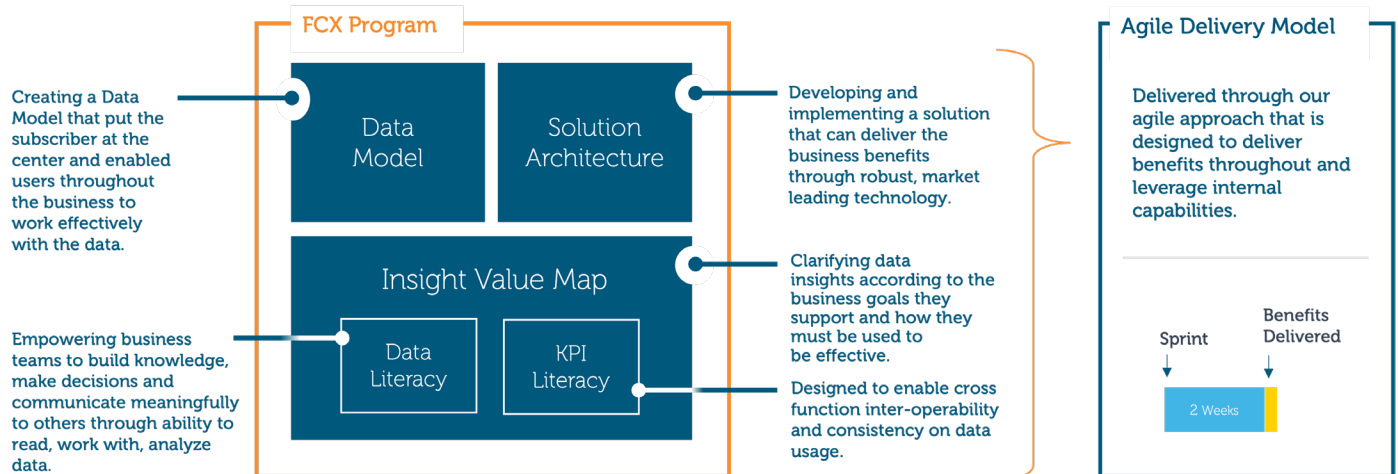
+41%
Operating Profits increased

Marketing Attribution enabled optimized marketing spend on channels

Find out how we did it on the next page!
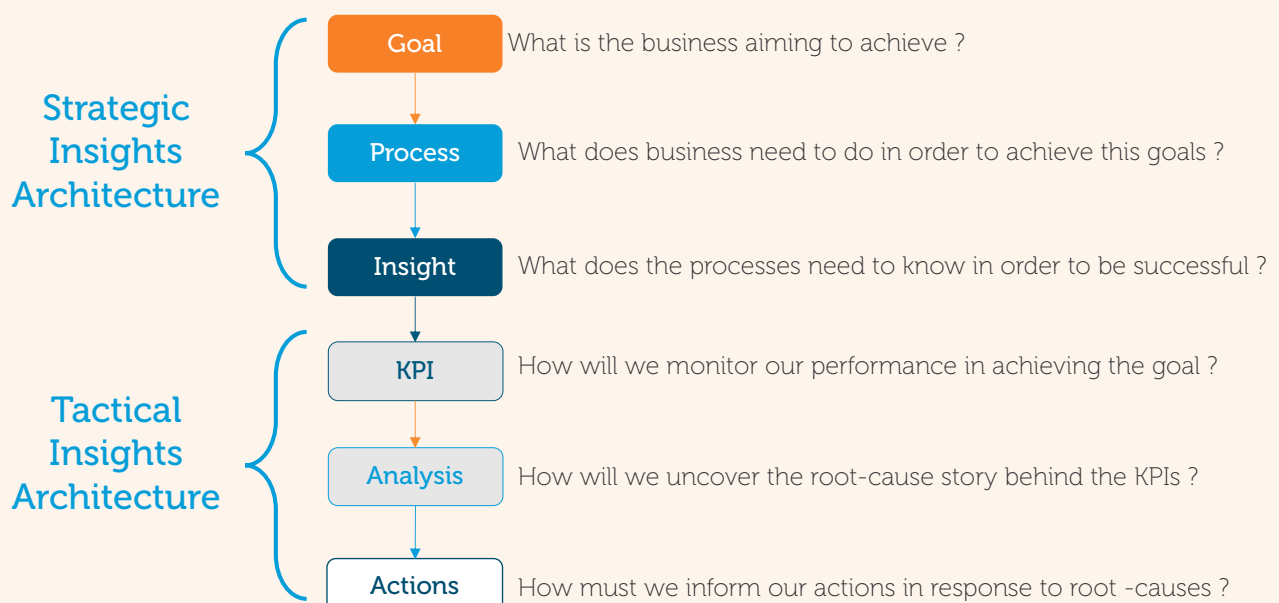
Here's a glimpse at how we did it

During discovery we identified 5 key areas where Acrotrend could drive significant business benefits, fast.

FCX Program

Creating a Data Model that put the subscriber at the center and enabled users throughout the business to work effectively with the data.

Data Model

Solution Architecture

Developing and implementing a solution that can deliver the business benefits through robust, market leading technology.

Insight Value Map

Clarifying data insights according to the business goals they support and how they must be used to be effective.

Empowering business teams to build knowledge, make decisions and communicate meaningfully to others through ability to read, work with, analyze data.

Data Literacy

KPI Literacy

Designed to enable cross function inter-operability and consistency on data usage.

Agile Delivery Model

Delivered through our agile approach that is designed to deliver benefits throughout and leverage internal capabilities.

Sprint

Benefits Delivered

2 Weeks

Our Insights Architecture maps the whole subscription journey to ensure data insights result in effective business change. After the discovery phase, our Insights Architecture Mapping delivered tangible benefits within the first month.

Insights mapping is an exercise to define and visualize the arrangements of insights and analytics, which are effective in achieving business and customer data goals, it ensures insights are actionable and drive real business benefits.

Ultimately it helps content-led subscription businesses drive business performance by maximizing 'Customer Lifetime Value' (CLTV) at different stages of Customer Journey.

Strategic Insights Architecture

Goal — What is the business aiming to achieve ?

Process — What does business need to do in order to achieve this goals ?

Insight — What does the processes need to know in order to be successful ?

Tactical Insights Architecture

KPI — How will we monitor our performance in achieving the goal ?

Analysis — How will we uncover the root-cause story behind the KPIs ?

Actions — How must we inform our actions in response to root -causes ?

Discovery allowed us to understand the pain points of the client and map the impacted areas. An end-to-end data platform integrating new and legacy data for the Client's 5.2m 'Digital-only' subscribers — migrated and onboarded — was completed in just 4.5 months.

Discovery to single data platform completed – 4.5 months
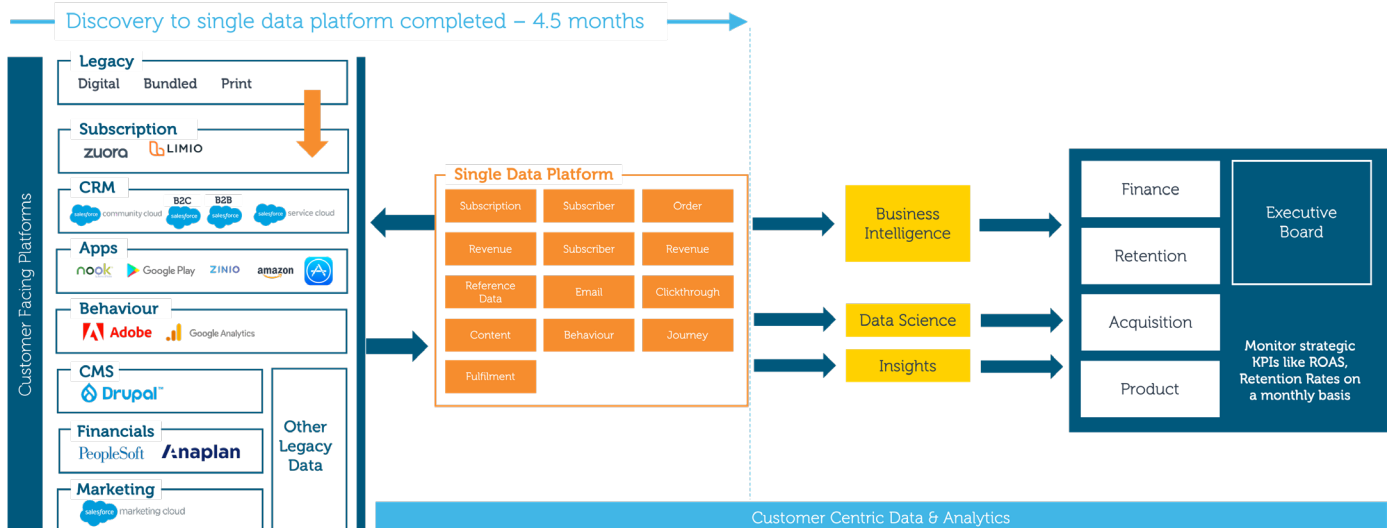
What our client said:

> We enter the new fiscal year buoyed by subscription momentum and committed to a strategic transition from an **acquisition-led circulation model to a customer-first focus built on retention, user experience and first-in class service**. At the center of this transition is the Future Customer Experience platform, which will allow us to better understand, serve and market to our customers.

Business review: The year in detail

> Our vision for the future is underpinned by the desire to design and deliver a digital customer experience across all of our products that is as excellent as our content and deserving of our brand. This will require a more rapid and technologically less complex approach to building what we are calling a Future Customer Experience (FCX) platform, … When completed, our FCX platform **will allow us to improve customer retention, increase the efficiency of our customer acquisition and rapidly launch new digital offerings across all of our businesses.**

CEO, leading business publication

> Our operating profit, a 27% increase year on year on an adjusted basis, has been driven by significant progress in **retaining and acquiring subscribers, attracting new clients and partners, increasing operational efficiency,** and rapidly developing our digital offering. This was achieved despite the inevitable pandemic pressure on our revenues in our client led, marketing-focused business lines.

Chairman, leading business publication

> The year closed with 1,122,000 subscribers to the core publication, a gain of 90,000 over FY20. **It was the largest-ever increase in a single year.** Buoyed by these volumes, revenue climbed 6%. The growth in subscribers, combined with lower acquisition marketing expenditure, significantly increased our contribution to Group profit.

MD, leading business publication

A PROVEN TRACK RECORD OF WORKING WITH LEADING BRANDS

We help you create actionable insights, practical data science and sophisticated AI to acquire more customers faster and hold onto them for longer by keeping them happier, driving up Customer Lifetime Value.

FT FINANCIAL TIMES | UK'S LEADING MANAGEMENT CONSULTANTS 2022
statista

50+
DATA PLATFORMS DELIVERED

250+
CUSTOMER ANALYTICS PROJECTS

Our Clients

NS&I · citi · Pentland · Reed Exhibitions · UBM · Harrods · GILEAD · NHS

The Economist · Clarks · NHBC · CANCER RESEARCH UK · ocado · COMMSBUSINESS · gsk · CLARION EVENTS · Shire

Disney · IQPC · Deloitte. · GROUPE ATLANTIC · Morrisons · RESEARCH COUNCILS UK · bcm FAREVA · Webhelp · Nuffield Health

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Click here to arrange a free one-hour discovery taster session

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