

Cross-channel marketing enables Mark Group to grow its brand and acquire new customers

Mark Group was founded in 1974. Pioneering cavity wall and loft insulation in Leicestershire, it rapidly became the leading domestic specialist in the UK. Having since expanded to the global market, Mark Group is now a leading installer of renewable energy technologies.

Mark Group provides a range of services including cavity and loft insulation, solar-powered hot water solutions, heating controls and latest technology boilers. The emphasis for Mark Group is not simply selling and installing its products but fostering a level of energy responsibility and helping its customers save money by being more energy efficient.

Challenge

Mark Group had historically sourced new customers through its B2B partnerships, telesales and government grant activity to great success. Changes in legislation meant that Mark Group had to start looking for new sources of customers and so engaged Experian Marketing Services to trial new direct channels for targeted B2C advertising and sales.

Solution

Over a period of time, using a test and learn approach, Experian ran a series of campaigns across direct mail, email, Facebook and digital advertising, to determine their effectiveness for Mark Group. By combining Mark Group's own customer knowledge and Experian's consumer insight and data, Experian was able to demonstrate significant return on investment.

Mark Group approached Experian Marketing Services to help enhance and segment its existing customer data. This was actioned by the profiling of postcodes and the creation of targetable email audiences (enriched with consumer demographics) using Experian's cross-channel prospectable database – ConsumerView.

Following initial trials, a series of dual use email campaigns was launched using Experian's Consumer demographic insight and ConsumerView database including best practice processes to test timings and frequency. At the same time a Facebook advertising campaign was launched targeting individuals who were also receiving the email campaign.

“Both the Facebook and email campaigns vastly outperformed their respective control groups, and we can clearly attribute this to the benefits of the cross-channel strategy.”

— **Chris Fleming**, Digital Marketing Executive, Mark Group

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Results

Email

- Unique Open Rate was 59% higher than the average for an email campaign of its size.

Facebook

- Mark Group acquired over 700 new likes on its Facebook page after one campaign in little over one month
- Cost per submit for the combined campaign was 44.24% lower than the control group.

Campaign

- Cost per lead is significantly lower than before engaging with Experian
- The addition of Facebook increased overall leads by 28% and raised online traffic to the website by 315%.

On Facebook the campaign targeting individuals who had received the email significantly outperformed the control group of adverts targeting people who had not been sent an email.

The success of the two campaigns is attributed to the cross-channel approach employed, and a meticulous approach to optimising the campaigns. By engaging with a specific and relevant audience in a consistent manner, simultaneously on both email and social media, Mark Group created a more cohesive campaign benefiting from better brand awareness and customer engagement.

Currently thanks to the use of Experian's cross channel marketing, Mark Group has its lowest CPA, even outperforming PPC. The use of Facebook has been deemed invaluable in driving brand growth and recognition, and the cross-channel activity continues to drive sales.

“Experian Marketing Services’ ability to implement a cross-channel marketing approach enabled us to launch a successful combined Facebook and email campaign. Getting a clearer picture of who our potential customers were meant we were able to engage with people more likely to be in need of our services.”

— **Chris Fleming**, Digital Marketing Executive, Mark Group

For more information please contact us

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