lombard's acquisition campaign
the corporate engagement programme

prepared by

purestone

for

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campaign name: *the corporate engagement programme*

agency: *purestone*

client: *lombard group*

campaign URL's: *see supporting material*

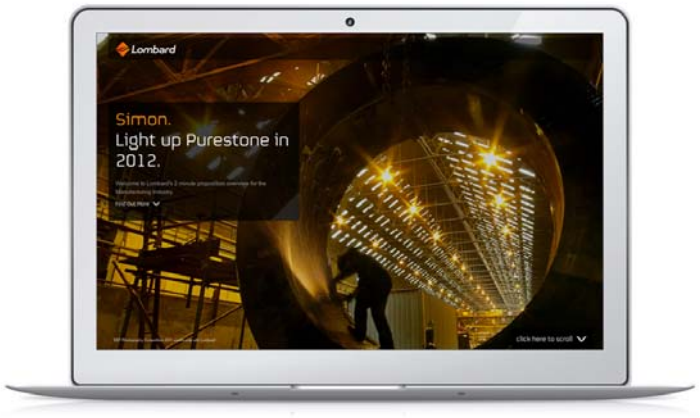
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summary

Acquisition campaigns from B2B financial services brands are typically dry and technical in nature. Campaigns will centre on brand and product as opposed to audience and needs leaving corporate DMC's awash with bland, non-discernible offerings. With a tough and unpredictable climate Lombard knew it needed to 'change things up' if it was to deliver a pipeline of engaged corporate prospects from the UK's manufacturing industry.



Long term strategic partner and digital specialist Purestone were brought in to help shape and deliver a highly targeted acquisition campaign that would create cut through and ultimately new business. The strategy focussed on the use of leading edge digital techniques to create a user journey that was visually impactful, unique and highly personalised to the individual. The campaign narrative had the target individual at its heart. This was supported by a sophisticated analytics and user tracking solution that provided granular intelligence on all aspects of user behaviour.

The results have been exceptional. Careful selection and segmentation of 2,000 prospects supported highly personalised email campaigns that delivered unique open rates of 39%. Click through rates of 23%+ saw 62% of visitors complete the journey.

Word count: 199 words

about the client company

Lombard is part of The Royal Bank of Scotland Group, one of the world's largest financial services organisations.

Within the group Lombard's business is asset finance. Its founders started hiring out rolling stock to the railways in 1861. Today, it maintains this forward looking entrepreneurial approach - helping businesses of all sizes obtain the vehicles, vessels, aircraft, machinery or technology they need.

strategy – the bigger issues

the why before the how?

delivering ‘cut through’



Financial Services brands have been ploughing the B2B field for a long time and most products/solutions offered are long established and well known to corporate financial decision makers. This combination makes for a challenging landscape in terms of acquisition.

Lombard is acutely aware that if it going to sustain its level of growth a successful acquisition strategy is critical. The climate is unpredictable and this is mirrored by the mindset of prospects - which are often in need of financial support but reticent to truly engage. Add to this an industry that’s awash with overly technical, financial services speak and brands that are entrenched in an ‘all about us’ us approach to marketing. The net result being a financial decision maker community that’s been numbed to cold/fresh approaches and propositions. An acquisition strategy that overcomes these challenges will undoubtedly lead to significant competitive edge and increased market share.

supporting sales

The campaign would only be as good as the leads it generated. We could create the most innovative, boundary pushing digital campaign but if it didn’t engage with its audience and produce tangible new business opportunities it was largely pointless. We therefore needed to ensure that the campaign produced as much sales intelligence as possible to provide the ammunition for Lombard’s new business teams to optimise the effect of the campaign.

objectives of the campaign

In order to stand any chance of engaging with a cold pool of corporate financial DMC's from the manufacturing industry we knew we needed to do something entirely different. We profiled the audience/database and researched other acquisition-led activity in the sector to give us a feel for the landscape. The 'let's tell you all about us' theme was the dominant approach taken by other financial services brands in the sector. We therefore concluded that if we were to be successful the target individual would need to feel empowered by and at the centre of the campaign narrative. Something that was about them, their needs and their industry.

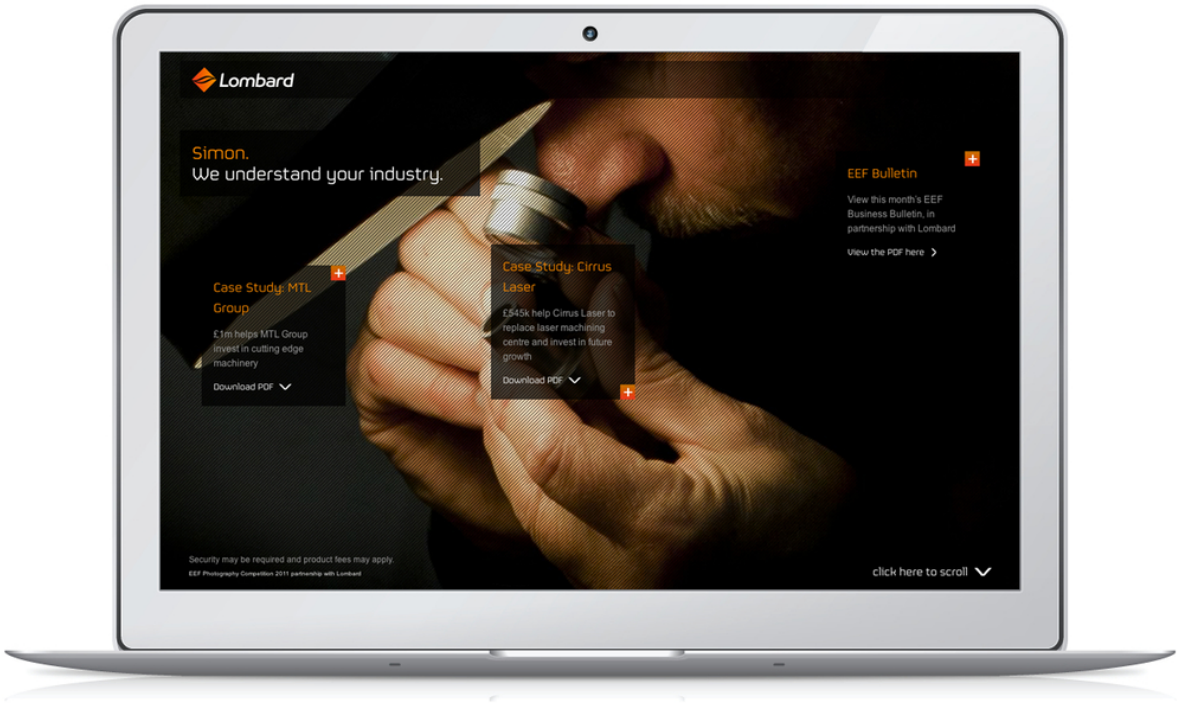
Specific objectives included:

- Engage the prospect through use of dynamic data to personalise the initial email approach and create a perceived 1-2-1 dialogue between the relevant Lombard Business Development Manager and the individual prospect.
- Drive prospect intrigue and build perceived value to provoke high click through rates to the campaign microsite.
- Design a rich, high impact and innovative microsite experience that maintains personalisation and prospect engagement.
- Ensure the microsite content is relevant and of value to the prospect.
- Create a user journey that lasts no longer than 3 minutes – end to end.
- Ensure all prospect activity is captured, logged and provided back to the Lombard Business Development team in real time for immediate follow up.
- Use the campaign analytics, tracking and reporting to provide a clear and transparent campaign ROI.

the target audience

who are we talking to?

- 2,000 prospective customers
  - Corporates/Enterprises (£25 million t/o plus)
  - Manufacturing Industry
  - UK wide
  - Financial decision makers (CEO/FD/Procurement)



media, channels or techniques used

a story about you, your industry and how we can help

email

Ability to intelligently use prospect data to reinforce the 'personal' touch and deliver a perceived 1-2-1 engagement. Subject line, from address, first name, company name, geography and auto-signatures were dynamically generated and used within the email copy. Split testing with immediate results allowed rapid evolution of email copy and creative to ultimately drive recipients to click-through to campaign microsite.

campaign microsite



- **Dynamic Content:** From the initial email we maintained the use of dynamic, personalised content throughout the microsite and creative itself. In addition the case studies and main calls to action within the site were tailored to the prospect company based on the specific niche within the Manufacturing industry they operated within.
- **Imagery:** We co-ordinated activity with Lombard's press office to make best use of a photography competition that had been run exclusively within the manufacturing industry in partnership with the manufacturing trade body – The EEF. These images not only allowed us to design a high impact interface but also further reinforced to the prospect this was a campaign 'for them, about them'.
- **The Latest In 'Front End' development:** We utilised bleeding edge techniques in HTML 5, CSS3 and jQuery ('parallax') to create a fluid, interactive and unique website journey that we knew very few of the target audience would have ever experienced before. To keep the user journey 'punchy' and simplistic we created the microsite using a single, multi-layered web page split into 5 key transitions.
- **Tracking and analytics:** As we were using a single page approach we couldn't rely on traditional user tracking techniques (which are based on click-throughs and page refreshes). Therefore in order to track individual user activity we developed an innovative and bespoke solution using a dynamic URL generator that re-wrote itself as the user progressed through the journey/web page.

timescales of the campaign

how it all played out

From inception to completion the campaign lasted 12 weeks across January, February and March 2012. Due to the length of Lombard's sales cycle post campaign follow up and progression is still taking place.

All campaign activity was co-ordinated in segmented waves to ensure that focussed and controlled follow up activity could take place by the relevant members of Lombard's Corporate Business Development team.

Splinter campaigns also ran alongside mainstay activity capitalising on niche behaviours from within pockets of the data.

360 degree reporting ran continuously throughout the duration of the campaign with 2 key 'wash up' sessions to isolate insight, learnings and feedback from the business.

budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

results

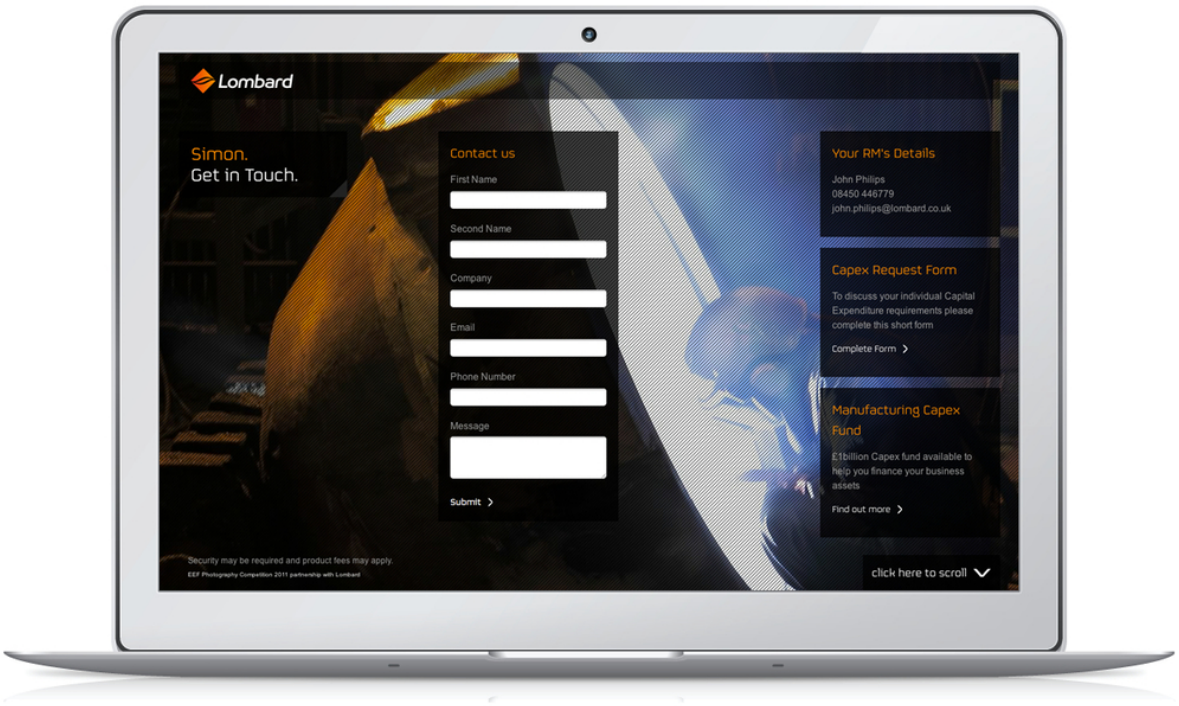
the proof in the pudding

Total emails delivered:	2037
Average unique open rate:	39%
Average unique call to action conversion:	22.93% (467)
Microsite / destination conversions (of on-site traffic):	62% (290)

('conversions' were case study and product overview downloads and requests for further information. Each one of these was fed directly into the relevant Lombard sales person for immediate follow up)

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Pipeline generated:	£XXXXXXX
Business written:	£XXXXXXX



client testimonial

from the horses mouth

"Acquisition is a continual challenge for us, we have to compete in a marketplace that is crowded with financial solutions providers each clamouring for the attention of decision makers. What we've done with Purestone is genuinely game changing in terms of the approach, innovation and techniques used but most importantly the results it's produced."

Nick Moody, Retention & Acquisition Manager, UK Lombard

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main submission word count: 994

supporting material

- presentation board
- to experience the personalised experience of the microsite please follow the tracked link below:

http://www.lombard-email.co.uk/CorpEngage/lombardCE.cfm?id=0xf88ee7cf90b7aaf558f1878902d64e2e.1.76715

