

AUDIENCE **SERV**

CASE STUDY



INDUSTRY: FINANCE
GEO: GERMANY



A close-up photograph of a person's hands holding and interacting with a smartphone. The person is wearing a yellow and black patterned sweater. The background is dark and out of focus.

ABOUT BARCLAYCARD

Barclaycard was founded in 1966 as part of the Barclays Group, one of **the world's leading banks**. Today, the credit card company counts 30 Mio customers and retailers around the world.

The company created Germany's first "Buy it now and pay later" credit card **with Barclaycard Visa**. To promote this innovative payment solution, Barclaycard is looking for a trustworthy partner. With a german campaign, the company aims to generate a high volume of qualified leads.

- Industry: Finance
- GEO: Germany
- Website: <https://www.barclaycard.de/>

CHALLENGE

Barclaycard is looking for a solution to revive the classic online channel “Email Marketing” after several years of stagnation. As a financial service provider, it is very important for the client to win and build trust. So strict compliance with data protection regulations, such as the GDPR, is a top priority. The company is looking for an effective email marketing solution, which guarantees GDPR compliant and qualified leads.



GOALS



Efficient Lead Generation

Barclaycard wants to target potential customers with an interest in financial products. Qualified Leads should be generated in the most effective way possible. To refresh the email marketing channel, Barclaycard is looking for an innovative solution to reach its marketing goals.



Compliance with Data Protection Guidelines

The company attaches great importance to transparent and compliant handling of personal data. For this reason, Barclaycard works only with partners, who guarantee strict compliance with the applicable European regulations.

SOLUTION

Audience Serv offers a **large-scale and GDPR-compliant database** including a high volume of German users. With our LiveSend solution, we are **reaching the ideal target audience at the best time**. LiveSend considers several user behaviour characteristics for **highly targeted campaigns**. Combining this innovative technology with our expertise, we can assure effective campaign results and qualified leads.



CAMPAIGN

To promote the Barclay Visa Card, the client is running an email campaign triggering applications. For the promotion, the client is targeting female and male German users with the age of 20 years and older.

The target group for the campaign is defined as per below:

⚙️ Gender: Women and Men

⚙️ Age: 20+ Years

⚙️ GEO: Germany



Hallo {{first_name}} {{last_name}},

egal ob Schnäppchen oder unerwartete Ausgaben - mit Barclaycard vergrößern Sie Ihren finanziellen Spielraum. Denn mit der Barclaycard Visa können Sie nicht nur kontaktlos bezahlen, sondern auch Ihre Ausgaben per App zu Raten machen. Damit sind Sie bereit für alles, was kostet. Und 25 Euro Startguthaben gibt's noch obendrauf.

Ihre Vorteile auf einen Blick:

<h4>0 € Jahresgebühr</h4> <p>Sie können alle Vorteile der Barclaycard Visa nutzen, ohne einen einzigen Euro Jahresgebühr zu zahlen.</p>	<h4>Ratenkauf - einfach und immer wieder</h4> <p>Mit dem Barclaycard Ratenkauf machen Sie Käufe, Rechnungen und Überweisungen ab 190 Euro einfach selbst zu Raten.²</p>
<h4>Kontoausgleich - so flexibel, wie Sie wollen</h4> <p>Sie entscheiden wie Sie Ihr Konto ausgleichen möchten: Entweder mit der voreingestellten Teilzahlungsfunktion oder alles sofort.²</p>	<h4>Smart managen - einfach per App</h4> <p>Alle Barclaycard Vorteile ganz einfach nutzen: Mit Ihrer Barclaycard Visa können Sie bezahlen, die Ausgabe per App zu Raten machen und Stück für Stück zurückzahlen.²</p>

Setzen Sie auf den Testsieger



Mehr erfahren

Jetzt beantragen

PROCESS

The client has chosen our LiveSend solution to get optimal results for the campaign. At the beginning of each campaign, our Audience Experts test various parameters to identify the ideal setup for the campaign. Besides a spam check, the team tested different sending times to refine the send out and boost performances even more.

Due to refining the campaign, the **opening rate increased from 39,6% to 62,6%** and **click rate improved from 0,9% to 1,3%** (comparing average KPI's for campaigns of 2019 vs. 2020).

The campaign is carried out in 3 phases:

PHASE 1: DATABASE SEGMENTATION

Data records are prepared according to segmentation options.

PHASE 2: INTELLIGENT TARGETING

Sending Emails to target group and converting prospects into customers.

PHASE 3: CAMPAIGN REFINEMENT

The campaign is constantly monitored. This way, our experts can react to the live send-out and refine the strategy.

RESULTS



With the help of our LiveSend solution, we sent highly personalized emails to the ideal target group at the right time. This way, Barclaycard was able to convert many qualified leads due to successful applications for the credit card.

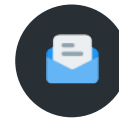
Thanks to the expertise of our team, we were able to reach an average opening rate of 62,6 % and a click rate of 1,3%. The innovative approach of our LiveSend solution could lower the costs per lead (compared to other channels) for our client. We are happy to partner with Barclaycard on long-term campaigns helping to generate even more qualified leads for the client.

RESULTS IN NUMBERS



Available Volume Germany

15 MIO. CONTACTS



Average Opening Rate

62.6%



Average Click Rate

1.3%

TESTIMONIAL

“Audience Serv was our first choice to revive the classic online channel Email Marketing after several years of stagnation at Barclaycard. Barclaycard profited heavily from the technological innovations as well as the outstanding and transparent campaign management from Audience Serv. A quick and straightforward support and approval process made it easy to optimize key points during the campaigns. Also, data protection requests have been dealt with quickly and were always compliant with our internal data protection policy. Our expectations of the collaboration with Audience Serv and especially the results and KPIs of the campaigns have been greatly exceeded - therefore we are happy to continue working with Audience Serv in the future.”

JULIA MÜLLER

NEW DISTRIBUTION PARTNER MANAGER, BARCLAYCARD

CONTACT

QUESTIONS?

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