



Apteco
Live 2024

The finalists



The award

This award is to celebrate the effective use of Apteco software to drive marketing activities, improve the customer experience and to reward those who have delivered measurable benefits to their organisation as a result.

All delegates will be given the opportunity to vote for their favourite entry following a short video presentation from each of the finalists. The entry with the highest combined score out of 100 will win. The Apteco judges have already scored each entry and selected the finalists. The final score will be an equal combination of the judge's points and delegate voting. The entry with the highest total score will win.

What are the Apteco judges looking for?



Creative application of the software to meet business and marketing objectives



Details of how a marketing strategy was conceived or developed utilising Apteco software



Contribution to commercial success through ROI, campaign performance and improved marketing processes



Effective and skilful use of Apteco software



Measurable improvements to the customer experience

Avanti West Coast and Paragon DCX

By Mark Murphy, Head of CRM and Loyalty, Avanti West Coast and Matt Foord, Analytics and Apteco Practice Lead, Paragon DCX

Avanti West Coast (AWC) recognised the need for a fresh approach to customer loyalty. Our coalition scheme with Nectar no longer provided a return on investment or meaningful customer rewards. AWC sought input from its travelers, leading to the creation of Club Avanti, a new loyalty programme designed to offer instant, high-value rewards.

Club Avanti was built around customer insights, offering immediate benefits such as a free hot drink upon sign-up (over £1 million in value), free first-class and standard premium tickets worth £5 million, early access to discounted fares, and exclusive offers like 10% off onboard food and drinks. Members also enjoyed early platform updates at London Euston and those in their Platinum tier can enjoy the additional benefit of accessing the first-class lounge.

The use of Apteco software was key to measuring the programme's success. By leveraging Apteco's data analytics, AWC gained a deep understanding of customer behaviour and optimised the programme's benefits. Regular KPI dashboards ensured continuous improvement and kept Club Avanti at the forefront of rail loyalty in the UK.

Outcomes

- Club Avanti achieved **43%** sales penetration, growing to **48%**
- In its first year, **99,000** members signed up, exceeding the target by **50.5%**
- Strong retention rate of **73%**
- Frequency of travel was boosted, with members taking an average of **3.6 more** journeys per year than non-members
- The programme achieved an impressive **86%** email open rate among non-members

Thanks to bold decision-making and the right technology, Club Avanti has become a leader in UK rail loyalty programmes, transforming customer relationships, driving engagement, and enhancing the travel experience.



Centrepoint and Wood for Trees

By Jack Scott, Analysis and Insight Manager, Centrepoint and Nick Cook, Solutions Architect, Wood for Trees, part of the Salocin Group

Centrepoint is the UK's leading youth homelessness charity. Alongside our partners, we support over 16,000 young people every year and are campaigning to end youth homelessness by 2037. We run over 60 accommodation services and we work in 15 boroughs in London, Sunderland, Manchester, Bradford and Barnsley.

Centrepoint's innovative use of Apteco software, supported by Wood for Trees, has revolutionised our supporter email journey management and earned significant improvements in donor engagement. Facing growing complexity in our individual giving programme, Centrepoint needed a more efficient solution to manage and optimise supporter journeys, with the previous system being manual, time-consuming and prone to risk and error.

With support from Wood for Trees, Centrepoint implemented Apteco FastStats and PeopleStage to automate and personalise key supporter journeys. We successfully migrated complex journeys, such as 'Sponsor a Room' (SAR) and 'Standard Regular Giving' (SRG), incorporating personalised messages, sophisticated audience segmentation and multi-channel touchpoints.

Outcomes

- The automated journeys led to positive **improvements in engagement**
- The SRG journey saw an **increase in open rates**
- Gained new insights that were previously impossible to achieve
- Launched additional automated journeys for new donors, lapsed supporters and retention efforts
- Substantial **revenue increases**, including a potential £33,813 in additional annual income from reactivated donors
- More than 150,000 emails were sent to over 40,000 supporters, **doubling Centrepoint's outreach** compared to the prior year
- Saved approximately **13 hours** of staff time each month

Goodwood and R-cubed

By **Natalie Fordham, CRM Manager, Goodwood** and **Bethany Lawrence, Account Director, R-cubed**

Goodwood has almost 30 different brands, all wanting to communicate with Goodwood customers regularly.

Problem: Our email calendar was incredibly packed and with many of our customers engaging with more than one of our brands, meaning customers were receiving a high frequency of communications. We were concerned that across the customer base, we were seeing email engagement decreasing and unsubscribes rising. This was in combination with a high percentage of customers receiving an excessive number of emails due to email engagement, ticket purchasing and club membership. Whilst we had exclusions in place to limit over-mailing, this became increasingly difficult to manage and meant customers would sometimes miss out on information from their preferred brand. We wanted to find a dynamic way of utilising their engagement to serve them the right messages within a single regular communication, while not harming any of the brands' performance.

Solution: Our objective was to drive engagement, whilst also reducing sends to those who had no relevant interest. Our brands are unique and recognisable to our customers, and so how to combine these marketing messages was a distinct challenge. Therefore, we set out to build a single marketing communication per week, where every element of the email was dynamic and personalised for the individual's interests. This was achieved by using FastStats Discoverer and PeopleStage to drive the content customers would receive encouraging content relevance and tactical cross-selling without dedicating a whole send to a new business area.

Outcomes

- **Less overmailing with 70K less individuals sent to**
- **84,000 more clicks to website year on year**
- **Click-through-rate increased by 2% year on year**
- **Unsubscribes declined by 1.5% year on year**
- **3% increase in overall engagement**
- **16 hours per month manual time saving**



NSPCC and Euler

By Charlotte Thompson, Supporter Experience Manager, NSPCC and Gary Kenealy, Business Insight Solutions Consultant, Euler

The NSPCC is the UK's leading children's charity. Our annual Childhood Day fundraiser has evolved significantly since its 2018 pilot. Initially relying on manual email management, the campaign transitioned to a hybrid model in 2022 before attempting full automation in 2023 using PeopleStage. However, this led to issues with multiple collections and cancellations.

For the 2024 iteration, NSPCC collaborated with Euler to address these challenges. We implemented a 'transactional table level' approach within PeopleStage, which markedly improved the volunteer journey by eliminating problems with duplicate supporters and enhancing cancellation management. This new system ensured volunteers received appropriate information for each collection they signed up for, even when managing multiple bookings or cancellations. Additionally, a novel integration with Meta resulted in 146 new volunteers.

Outcomes

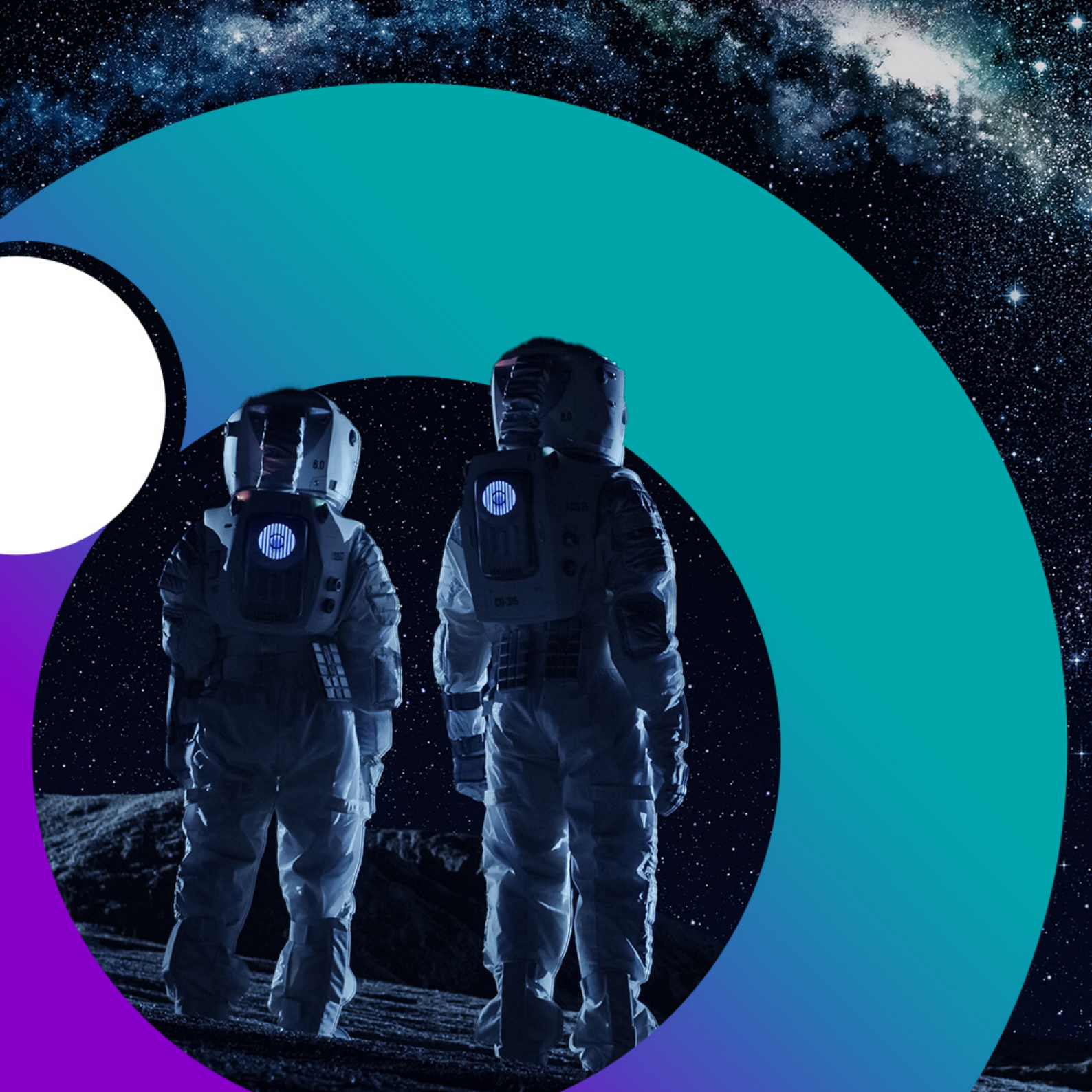
- **Increase in volunteer participation with 963 volunteers across 101 collection sites in 2024, up from 931 volunteers and 86 sites in 2023**
- **The main email journey achieved a 70% open rate and a 22% click rate, showing significant improvements from 67% and 16% respectively**
- **The impact score rose to 4.73 in 2024 from 4.13 the previous year**
- **The campaign saw improved email opt-in rates, increasing from 76% in 2023 to 86% in 2024**
- **Survey responses were overwhelmingly positive across all volunteer groups**
- **92.31% of new volunteers found the collection enjoyable**
- **89.74% expressing interest in future participation**
- **Existing volunteers showed 100% willingness to participate in future collections**

The Childhood Day journey also proved effective in volunteer retention and conversion to other NSPCC activities. Of the 2024 volunteers, 16 went on to volunteer in other capacities, while others engaged in various NSPCC initiatives, including 87 becoming campaigners and 44 becoming regular givers.

Looking forward to 2025, NSPCC plans to maintain the transactional table level approach and the integration of cancellation emails within the main journey. We aim to enhance automation by using Apteco software to replace manual lookup tables, directly integrate the events platform, and incorporate SMS into the automated journey. These improvements are expected to build upon the successes of the 2024 campaign and further streamline the volunteer management process.

Euler.

NSPCC





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