



:: Overview

Atlantic Broadband is a top 15 U.S. cable operator with 500 employees serving more than 300,000 customers in states along the east coast, including Pennsylvania, Florida, Maryland and Delaware.

:: Challenge

Facing pressure to increase revenue per customer, Atlantic Broadband was looking to cement its customer relationships through more effective cross-selling/up-selling initiatives. To do that, the cable operator's marketing group realized it needed to take a more targeted approach, offering highly relevant offers at precisely the right time to capture customer interest. Specifically, their direct marketing goals included:

- Driving customer ARPU and loyalty through the delivery of automated, *flexible* direct marketing streams with targeted and personalized offers and content
- Creating these communications streams at cost-effective Cost Per Piece and Cost Per Response rates
- Increasing overall operational efficiency with the added ability to quickly learn and adjust
- Accommodating multi-lingual requirements

Multiple campaigns >> Triggering & tailoring messages >> Improved response rates up to 10x

:: Solution

ClickSquared deployed a solution that delivered:

- 40 tailored versions of communications generated monthly from a single template
- The utilization of lifestyle paragraphs based upon customer data
- Triggered communication based on customer eligibility, current products owned and next logical upgrade
- Tailored salutations and signatures highlighting local service teams

:: Results

- Working with ClickSquared, Atlantic Broadband achieved significant gains in response and program efficiency
- Expanded communication versions from 4-8 to more than 45 to dramatically increase relevance
- Cost per response represented 25 – 50% savings versus its traditional direct marketing tactics
- Improved response rates up to 10X across multiple campaigns by triggering and tailoring messages