

# CASE STUDY: COMPETE PRO

## SAAS

- 26% LIFT IN CLIENT RETENTION
- SAW CROSS ORGANIZATIONAL BENEFITS AND RESULTS

## ■ WHO? COMPETE PRO, MILLWARD BROWN DIGITAL

Millward Brown Digital provides marketers with actionable digital intelligence based on the behavior of millions of consumers to improve their online and offline marketing effectiveness. Hundreds of clients, including the world's leading brands, rely on Millward Brown Digital's SaaS application, [Compete PRO](#), to help them create more effective websites and targeted advertising campaigns. The product's features include online measurement tools as well as deep consumer and competitor insights in the automotive, consumer goods, financial services, media, retail, telecom, and travel industries.

### ■ THE CHALLENGE

The Compete PRO team's main business goal was to lift and maximize customer retention efficiently and scalably. The team needed a third party tool to help them identify where they should be spending their time to generate the highest ROI. "Initially, testing solutions like KISSMetrics, we realized these tools only provided analytics and had no organization of user segments or channels for communication with the users," said Brian Tino, Manager of Business Development and Client Relations at Compete PRO.

The team needed something more robust, a tool that easily integrated with CRM/Salesforce, and that provided real-time data and insights that immediately showed how users were engaging with Compete PRO. They needed a simple solution that provided actionable information on their users and a way to immediately respond to those targeted individuals during their active session.

### ■ THE SOLUTION

Partnering with Evergage, the Compete PRO team was given new insight into their user base and account engagement. Using Evergage's interface and Salesforce integration, the account management team was able to automate customer success efforts by creating customer segmentation based on account status level and product usage.

With this information at their fingertips, the team was better equipped to direct conversations with clients. Furthermore, they were identifying areas for upsell amongst their power users and training opportunities for those customers who were at risk to churn.

■ Evergage is our most effective communication channel, helping us lift retention 26% year over year – it's been the most critical tool for my team.

- **Brian Tino, Manager of Business Development & Client Relations**

**Millward Brown Digital**

### TALK TO US

WEB [EVERGAGE.COM](http://EVERGAGE.COM)

EMAIL [SALES@EVERGAGE.COM](mailto:SALES@EVERGAGE.COM)

PHONE 1-888-310-0589

## REAL-TIME WEB PERSONALIZATION

For Marketers & Customer Success Professionals

## THE RESULTS

The Compete PRO team saw rapid results with Evergage. “Exceeding our business goals, we saw a **26% lift in retention** since 2011 and further growth in Q1 of 2014,” said Tino. The team also attributes their 2013 Q4 upsell success to Evergage – with real-time actionable insights, each team member was fully educated on how individual clients use Compete PRO, and was able to tailor their upsell strategy towards more highly-engaged users, growing existing accounts – maximizing revenue generation.

In addition, the team was giving the ability to enhance the end-user experience, driving more value for Compete PRO end-users.

By focusing on customer experience and utilizing Evergage insights, the team was able to achieve the following:

## CUSTOMER SUCCESS

- Increased Annual Renewals
- Early Product Adoption - Onboarding & Training
- Created Valuable Customer Experiences

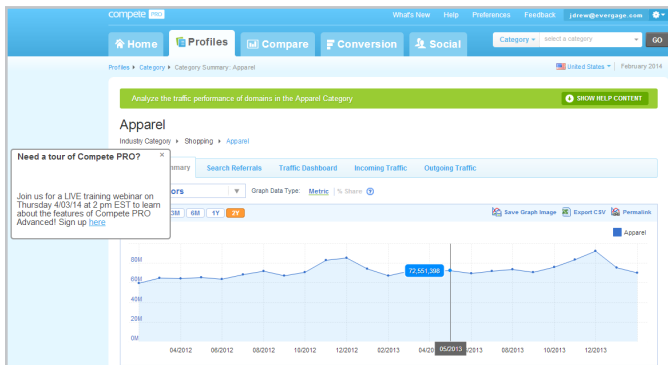
## PRODUCT

- Enhanced Product Based Off Usage

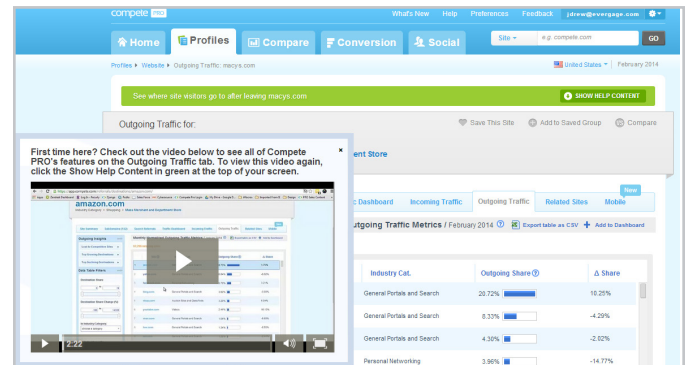
## BUSINESS DEVELOPMENT

- Reduced Churn
- Improved Customer Retention
- Grew Existing Accounts
- Grew Organically Through Upsells

## OTHER EXAMPLES



*Evergage in-app message to promote upcoming marketing webinar*



*Evergage in-app message with training video to guide new users*

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