CASE STUDY:
PUBLISHERS CLEARING HOUSE
MARKETING

■ 36% LIFT IN VISITOR ENGAGEMENT

■ 12% INCREASE IN RPM

■ THE PARTNER? **PUBLISHERS CLEARING HOUSE**

PCH.com is the web destination for Publishers Clearing House, a multi-channel direct marketer of value-based merchandise, magazines and promotional offers and a leading provider of digital "play and win" entertainment. The company calls attention to its products by providing site visitors with a chance to win valuable sweepstakes prizes. With nearly 20 digital destinations and a cross platform audience of more than 15MM unique visitors, the company's highly engaged players visit daily for chances to win cash and other prizes. Publishers Clearing House acquires its highly engaged players through nearly $62 MM in cross channel media spend each year including $30MM on TV.

■ THE CHALLENGE

PCH.com strives to continuously improve the online user experience, and they needed a better way to convert more visitors to customers and increase the engagement of its players. The two main goals were to convert site visitors into players and to engage players by encouraging them to do more while on site. The company needed an intuitive solution that would help engage their online audience with a personalized experience while providing analytics, reporting and testing capabilities.

■ THE SOLUTION

Partnering with Evergage, PCH.com analyzed, created and tested relevant messages for their audience, based on whether the visitor was engaged, semi-engaged or unengaged. The overall goal was to get customers to play a game or to play more games. Different messages were shown to users based on where they were in the cycle. By testing, PCH.com was able to determine whether or not the messages were driving results. With this information, the team was able to make changes and target different segments with specific messaging.

■ THE RESULTS

Since implementing Evergage's real-time messaging and testing, PCH.com has seen an average 12% lift in RPM (revenue per thousand visits). Different types of messages brought in varying results. For example, a personalized header bar for existing customers showed a 36% lift in engagement, while a similar message for unengaged users saw a 19% lift in new customer acquisition – both over control. In addition, a popup message promoting an exclusive prize to already engaged users netted a 26% increase in games played. With real-time messaging, PCH.com is succeeding their goal of lifting website engagement and plans to continue with new messages, testing and optimization to bring in even greater results.

■ With an intuitive solution like Evergage, marketers can easily experiment with new ways to get visitors' attention with non-intrusive, in-context messages. We did it, and are very pleased with the game-changing results.

- Michael Zane
Senior Director of Online Marketing
PCH.com

TALK TO US

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