

# Challenging your understanding of “The Right Time”

by Blended Digital, May 2020



# The 4 Pillars of Campaign Effectiveness

WHO



WHAT



HOW



WHEN



A digital marketing campaigns effectiveness is based on 4 key factors, who you contact, what you send them, how you engage them & when it's received. Mastering these 4 pillars will give you greater brand engagement and lead to improved conversion rates.

# WHO, WHAT, HOW

WHO



WHAT



HOW



WHEN



The “Who” is about understanding your audiences and building out segments for retargeting based on common conversion traits & behaviours that are most likely to want to engage with your content.

The “What” is already a widely understood topic and is achieved through content personalisation, making sure every digital touchpoint is tailored to the customer, improving their experience with the brand.

The “How” represents the digital touchpoint used to engage the user. Different people engage with channels in different ways. Some people engage more with social content and others are more likely to be engaged with email content. Ensuring that your digital marketing campaigns reach your audience in via the most effective channels is important.

# What is RTIM?

WHO



WHAT



HOW



WHEN



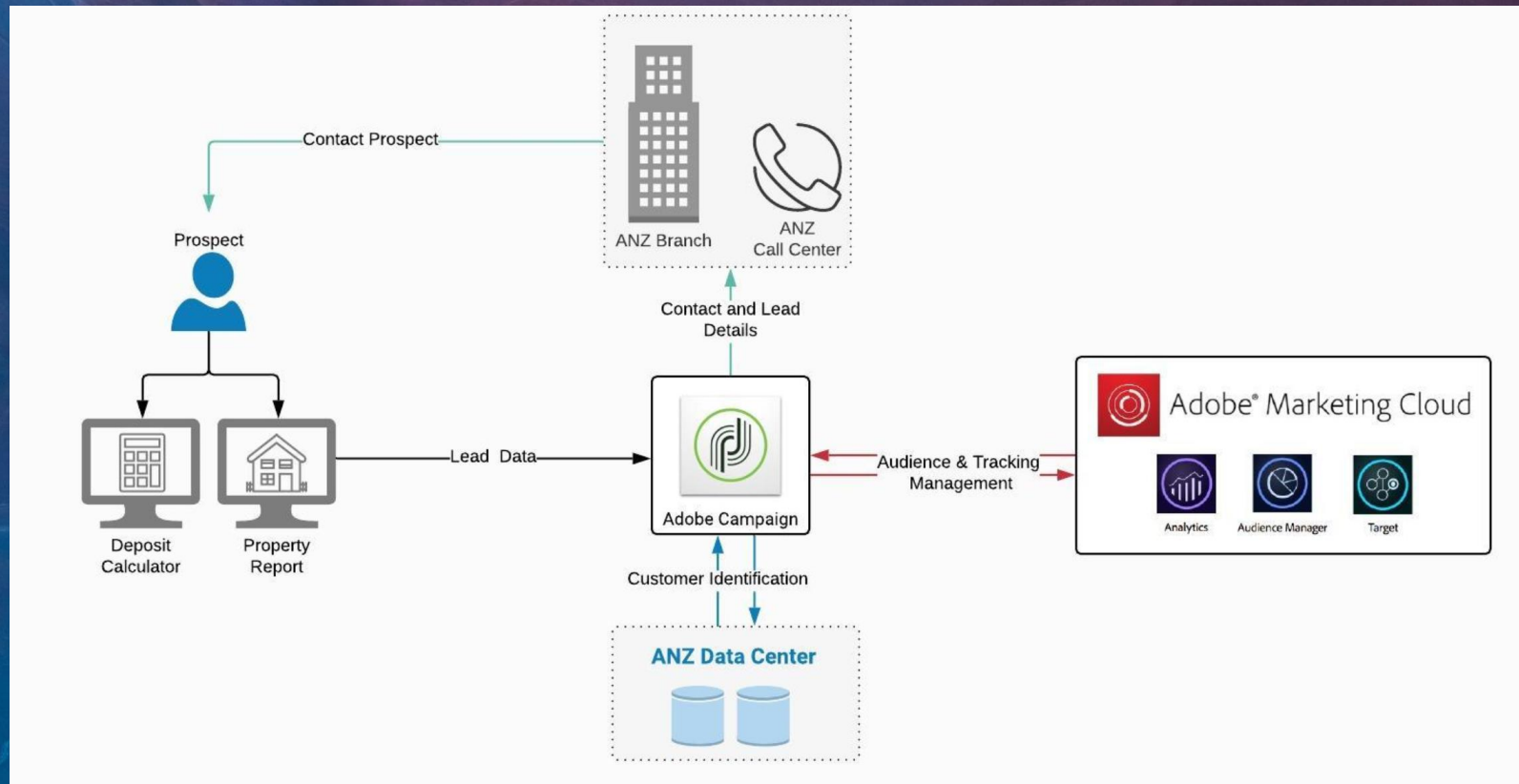
Right time interaction management (RTIM) is new point of focus in digital marketing. It highlights that “When” the communication is received is a key factor in engagement. With the developments in test and learn campaigns we can begin to test our understanding of “the right time” to communicate to prospects and existing customers.

Take a common use case such as a cart abandonment and ask your marketing team when they think the correct time to attempt to reconnect with that prospect is? It’s unlikely that they’ll all give you the same answer, so which is correct? The only way to know for sure is to test your understanding and evolve your campaign over time.

# RTIM at ANZ Bank

A recent project that we have completed for ANZ Bank involved deploying a campaign which includes right time interaction management (RTIM). The objective of the campaign is simple, to encourage prospects who have used mortgage tools such as deposit calculators and property profile reports to talk with an ANZ mortgage lender in branch, or via call center. The historical state of the campaign issued prospect data to the relevant party inside ANZ within 2 days. This was mainly due to overnight batch processing between legacy systems.





A new solution was implemented using Adobe Campaign which could distribute leads within minutes of a prospect's engagement. The challenge was to now identify when the optimal/ right time is to contact them about potential home loans. The prospect is unlikely to want to have a discussion a few minutes after using a calculator or viewing a report on a property, but if too much time goes by, they wouldn't be as engaged in the buying process. To find this out we tested our own understanding of "right time" and used test and learn principals to identify how much time we should allow before attempting to contact them.

# RTIM at ANZ Bank

This analysis of RTIM and refinement of the marketing campaign resulted an uplift of **12.7%** in meetings scheduled by prospects who wish to discuss home loans after being contacted at the “right time”. This uplift of 12.7% carries an estimated value of **+\$37m** to the bank which certainly provides a high return for the investment from digitally transforming this single campaign.

**8.1%** Uplift  
if prospect is  
contacted in the  
first 30 minutes

**12.7%** Uplift  
if prospect is  
contacted in the  
first 30-60 minutes

**9.3%** Uplift if  
prospect is  
contacted between  
6pm & 8pm

**4.8%** Uplift if  
prospect is  
contacted the next  
day

Compared with the historical 2 day engagement\*