orange door

orange door Drives an Engaging Multichannel Campaign to New Members of the Alberta Motor Association (AMA)

Using XMPie Circle automation, orange door brings communications to a completely new level to AMA membership audiences

Alberta Motor Association searches for a new voice to communicate with New Members and orange door direct answers the call with an automated multi-touch XMPie campaign delivering highly relevant digital communications based on member profile and interest preferences.

AT A GLANCE

XMPie Customer

orange door direct
orangedoor.ca

The Challenge
To engage new members in an entirely different way with relevant, personalized information showing each member the savings that could be achieved through their membership rewards program.

The Solution
PersonalEffect TransMedia Pro, PersonalEffect Analytics and Circle

The Results
• AMA adds up to 2,000 New Members per week into the campaign since the launch in July 2015
• Email Open Rates are +70%
• Email reminders are ~30% effective
• The AMA handbook has effectively reduced print cost and increased digital communications

Background

The Alberta Motor Association (AMA) is a roadside assistance service providing travel & vacation services, insurance services, driver education, community services, and members-only rewards & savings programs to over 950,000 members.

The AMA approached Kathy Levinski, Director of orange door, to find a fresh way to communicate with their new members. Canada-based orange door, a division of West Canadian Digital Imaging Inc., has been providing a variety of creative graphic services and brand standards since 1997 and manages marketing campaigns from conception to execution with XMPie technology.

A major part of the communication campaign was the design, production and delivery of the handbook for new members. This book is the Holy Grail for the AMA member with all the information they need to know about their specific coverage and benefits. Being such an individual item, orange door knew that personalization would be the key to success.

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Challenge

The AMA offers five different membership coverage levels and in the past, no matter which level was chosen, every member received a generic printed handbook. This had a number of negative implications. There were high printing and mailing costs and no information was collected from the members. This made it difficult to build strong customer connections and ultimately sell renewals and upgrades.

The AMA wanted an application for their brand new members that would use persona profiling to offer a different conversation for each customer and audience type. With this advantage an emotional connection could be made using personalization, relevant imagery and copy. The AMA also sought to reduce printing and mailing costs by delivering more

membership handbooks digitally, and providing only relevant and personalized information to the member.

Another key component of the campaign was to have members interact with the savings categories so that they learn, early on, about how their membership pays for itself in no time.

For maximum cost efficiency it was important for campaign delivery to be automated based on recipient behavior and synchronized across every channel. There were also a number of legal requirements such as the sharing of terms and membership conditions and AMA's branding and style that needed to be cascaded with consistency and impact across both print and digital channels.

Solution

orange door used XMPie's PersonalEffect TransMedia Pro solution with Circle and PersonalEffect Analytics to manage campaign touchpoints and to deploy and monitor the entire multichannel campaign. This meant that shared resources, such as the campaign-logic driving variability, digital assets and data, could all be managed at the campaign level, guaranteeing complete synchronization of messaging regardless of whether

print, email or web was delivering the communication. The first stage began when new members received their membership card and a personalized URL based on their coverage plan – either Basic, RV or Premier – as part of their welcome pack. Members were encouraged to visit this personalized URL to customize and receive their custom handbook.

> *At the beginning new member data included just name, address, membership type and ID number. This wasn't enough so we had to design the campaign in such a way that we could gather even more data from the outset. This way the AMA could achieve their main campaign goal of building better relationships with their members.*
>
> Kathy Levinski, Director, orange door

Information was collected in order to categorize audiences into one of eight audience segments –young couple, family, same gender relationship, single parent, empty nest, single female, single male, or young adult - and a personalized and customized 44-page Membership Handbook was created in real time and sent via email or downloaded.

During this process new members were invited to choose 'Tell Us' images and indicate their interests in order to learn how they could benefit from member savings in areas such as entertainment, lodging, travel and health. A savings chart was automatically generated based on any combination of savings interested in the personalized handbook.

> *Each member received a customized brand experience based on their self-selected profile type, and a personalized experience according to their individual information such as name, email address, vehicle expiration information and interest selections. This combination was critical to helping us to deliver great savings opportunities and reinforce the emotional connection with the AMA.*
>
> Kathy Levinski, Director, orange door

Levinski demonstrated the campaign scope to the AMA with Circle. The software also supported planning and collaboration between Director, Art Director, and the XMPie Campaign Manager and delivered automated responses to customer actions throughout the campaign. For instance:

- An automatic email was sent to any landing page visitor who did not create his/her Membership Handbook PDF within two hours of his/her initial website visit.
- An automatic email was sent to non-responders 17-days after of initial mailing to encourage members to create a personalized version of the digital Membership Handbook (interactive).
- An automatic email was sent to non-responders with email addresses 30-days after of initial mailing to encourage members to download a generic version of the digital Membership Handbook. (not interactive)
- Three automatic print jobs were triggered for non-responders without email addresses 30-days after initial mailing to create mailing labels for each profile type (Basic, RV or Premier).

With Circle and PersonalEffect Analytics, all the campaign phases from conceptualization to campaign creation, through to execution and results monitoring were transparent to all stakeholders so that everyone on the team could see what was going on at all times.

RESULTS

- **Increased customer interaction**
- **Increased customer data collection**
- **Reduced printing costs**
- **AMA has been able to modify selected partner offers based on user preferences**
- **For orange door – the campaign proved to be an ongoing program that further enriched their relationship with their client**

Critical Success Factors

1. Member Engagement - The new members were more connected and engaged with the AMA on a regular basis as they accrued related savings.

2. Automation allowed orange door to execute the campaign 24/7 across all touchpoints.

Lessons Learned

1. Circle enabled orange door to quickly build automation into the campaign with maximum flexibility and ease of setup.

2. Campaign provided AMA with a way to capture email addresses of new members to ensure the best experience possible.