

Driving *customer engagement* for sustainable revenue growth



actito × MoneyExpert

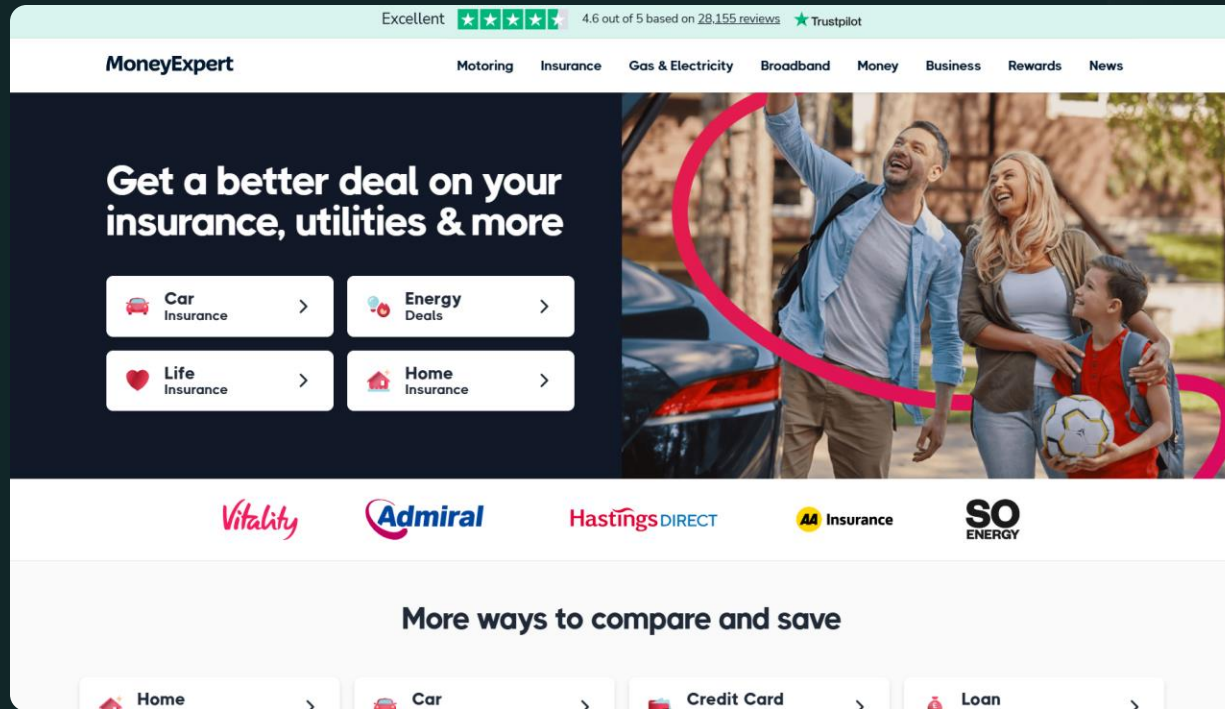
Money Expert

Money Expert is a UK *price comparison website* with three routes to market and a broad portfolio of products.

Customer retention posed a challenge.



Web



Contact
centre

Field
marketing
team



A timeline of events



Unlocking the potential

• Data Mapping

- Standardisation
- Cohorts
- Data Enrichment

• Deliverability

- Aged Data
- Inconsistent Activity
- Sector Competitiveness

• Tracking Set Up

- Tracking to the bottom line
- Closing the sales loop
- The role of email
- End to end tracking leads to better decisions

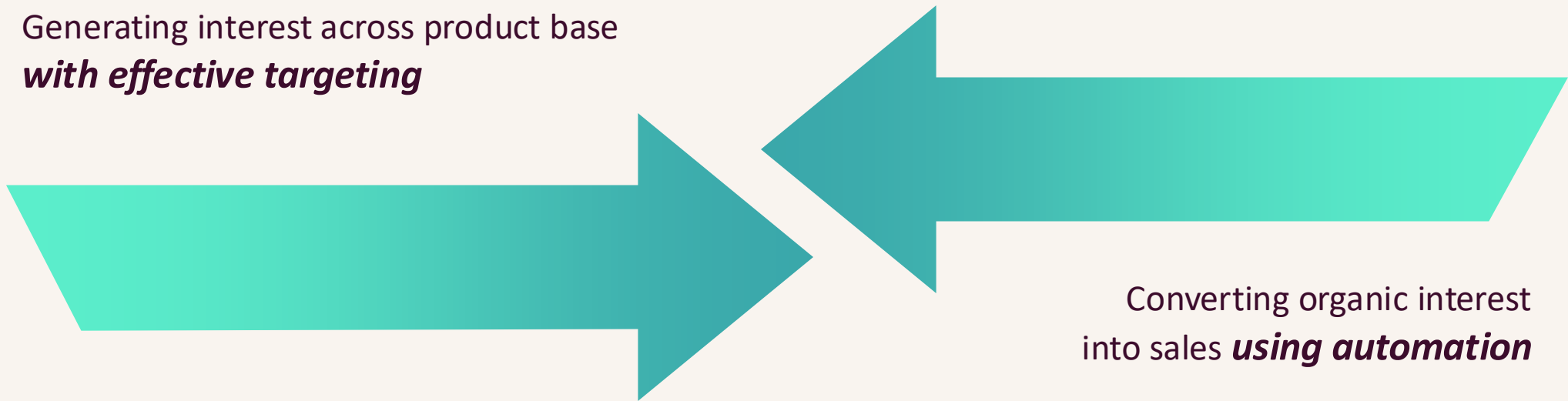


A timeline of events



Dual Strategy

Generating interest across product base
with effective targeting



Converting organic interest
into sales *using automation*

1. Effective targeting

Profile & Behaviour Data > To meet known interest

Life Stage > To pre-empt needs

Product Affinity > To extend relevance

- Found ways of collating more data
- Created dynamic segments in Actito
- Used journey automation to influence behaviour



Getting acquainted with our customers: incentivised data enrichment

About You

Policies can vary due to factors such as age and employment status. By providing this information, you will only receive relevant offers.

What is your title?

What is your first name?

What is your last name?

What is your date of birth?

What is your telephone number?

What is your address?

[Change address](#)

What is your employment status?

What industry do you work in?

Do you have any dependants?
☐ Yes ☒ No

Do you own any pets?
☐ Yes ☐ No

My Vehicle

Update your vehicle details to receive personalised reminders and updates on products such as car insurance, breakdown cover and other motoring add ons.

Do you own a vehicle?
☒ Yes ☐ No

What is your registration number?

[Change vehicle](#)

What type of vehicle do you drive?

What is the make of your vehicle?

Tell us more about you and get **FREE Rewards** for one year!

Don't miss out on savings and personalised reminders for all your must have services. Tell us when your policies are due for renewal and we'll email you our best offers to help you pay less. Complete the form and get FREE 12 months' membership of MEX Rewards, an exclusive rewards club which can save you up to £1600 a year across over 200 high street brands including major supermarkets!

Simply update your profile below to start saving!



Vehicle Details

Let's save some money! Take care to answer questions accurately. Incomplete information could see your policy cancelled or a claim rejected.

1 Vehicle Details

Confirm Your Car

2 About You

3 Cover

Your car registration

Do you know the registration number of the car?

E.G. SN63 JKU

Find my car

☒ I don't know my registration

What make is the car?

Please select which month your home insurance is up for renewal

Choose Month

Using one product journey to feed another

Home insurance cross-sell

Motoring | Energy | Broadband | Insurance | Money | Rewards | News

Lindsay, it's time to renew your home insurance!

Get home insurance quotes



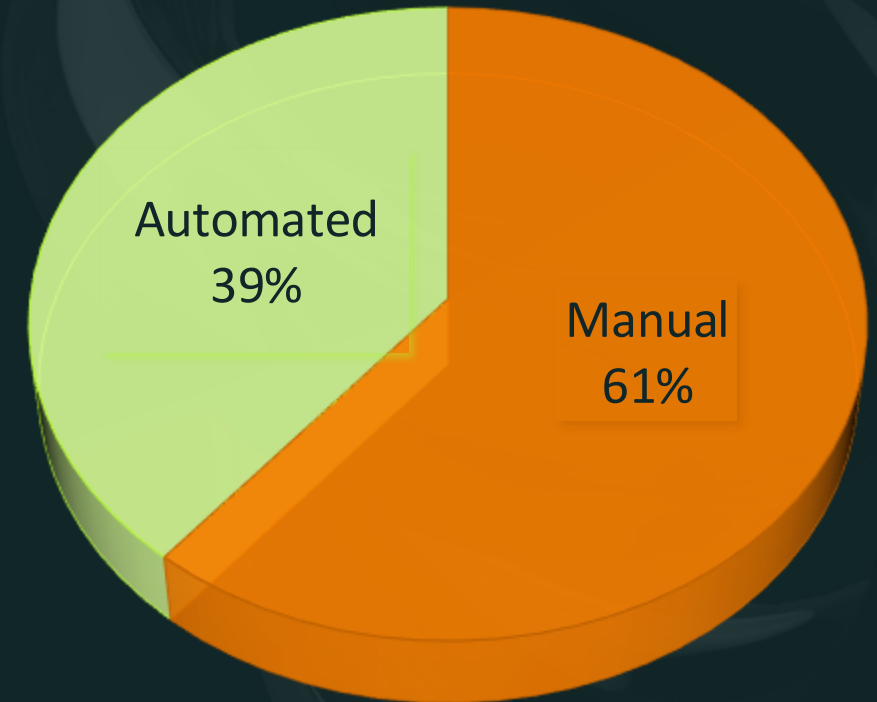
Compare 50+ of the UK's top providers and you could save up to £241* on your policy

Get home insurance quotes

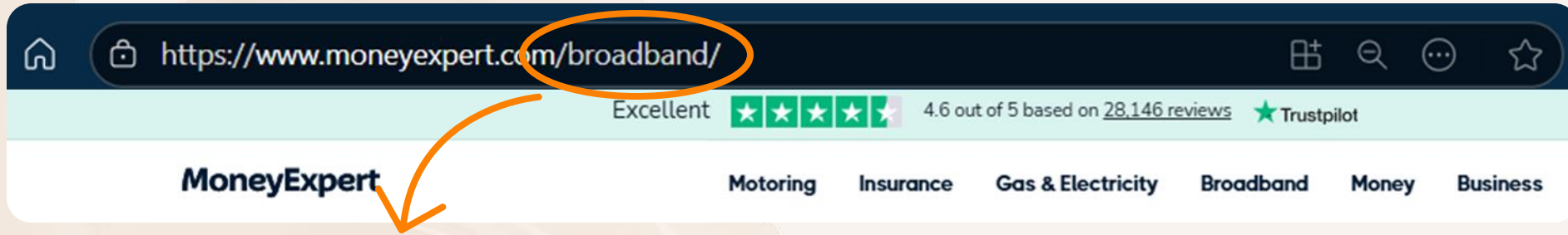
2. Automation

- 🕒 Actito expertise and capabilities: goals and scenarios
- 🕒 Internal efficiency
- 🕒 Preserves content relevance and timeliness
- 🕒 Reaches in market customers
- 🕒 Helps to broaden the base
- 🕒 Enables increased product coverage

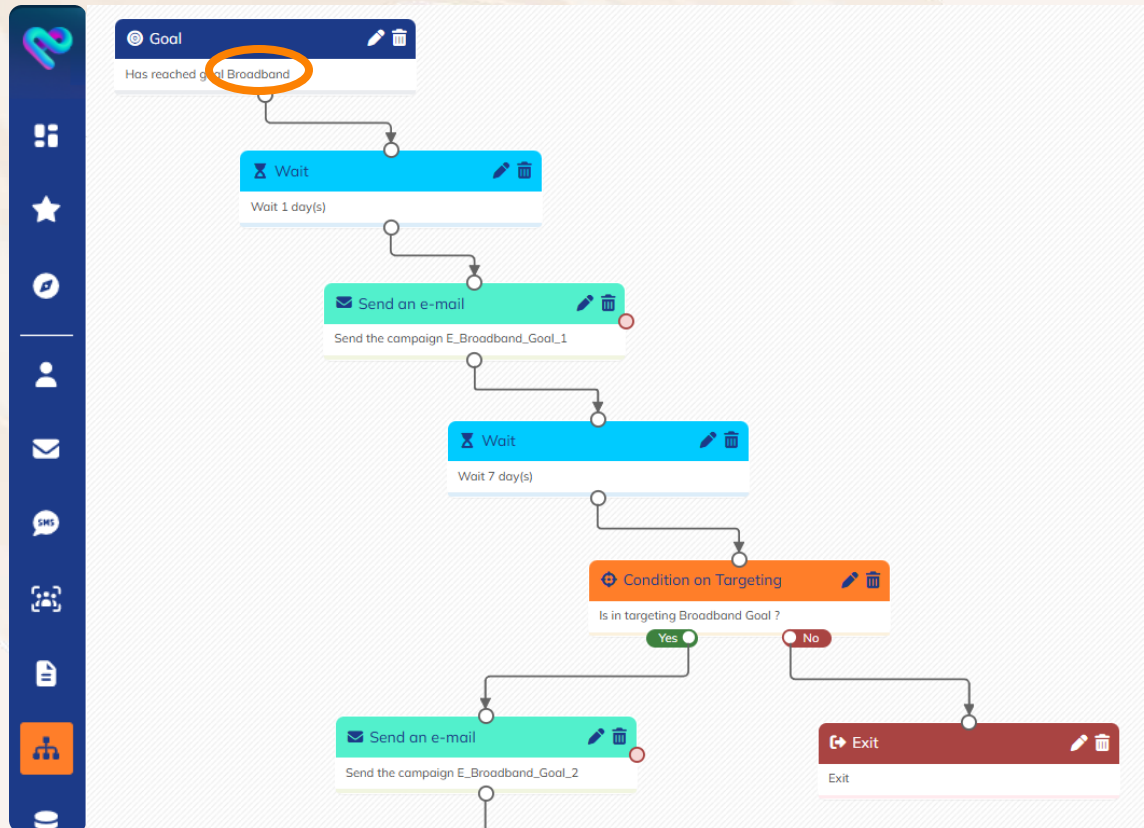
In essence: Automation increases response as it lets customers put themselves forward to receive what they are interested in, at a moment in time.



Customer led retargeting journeys



Using browsing behaviour to grow segments



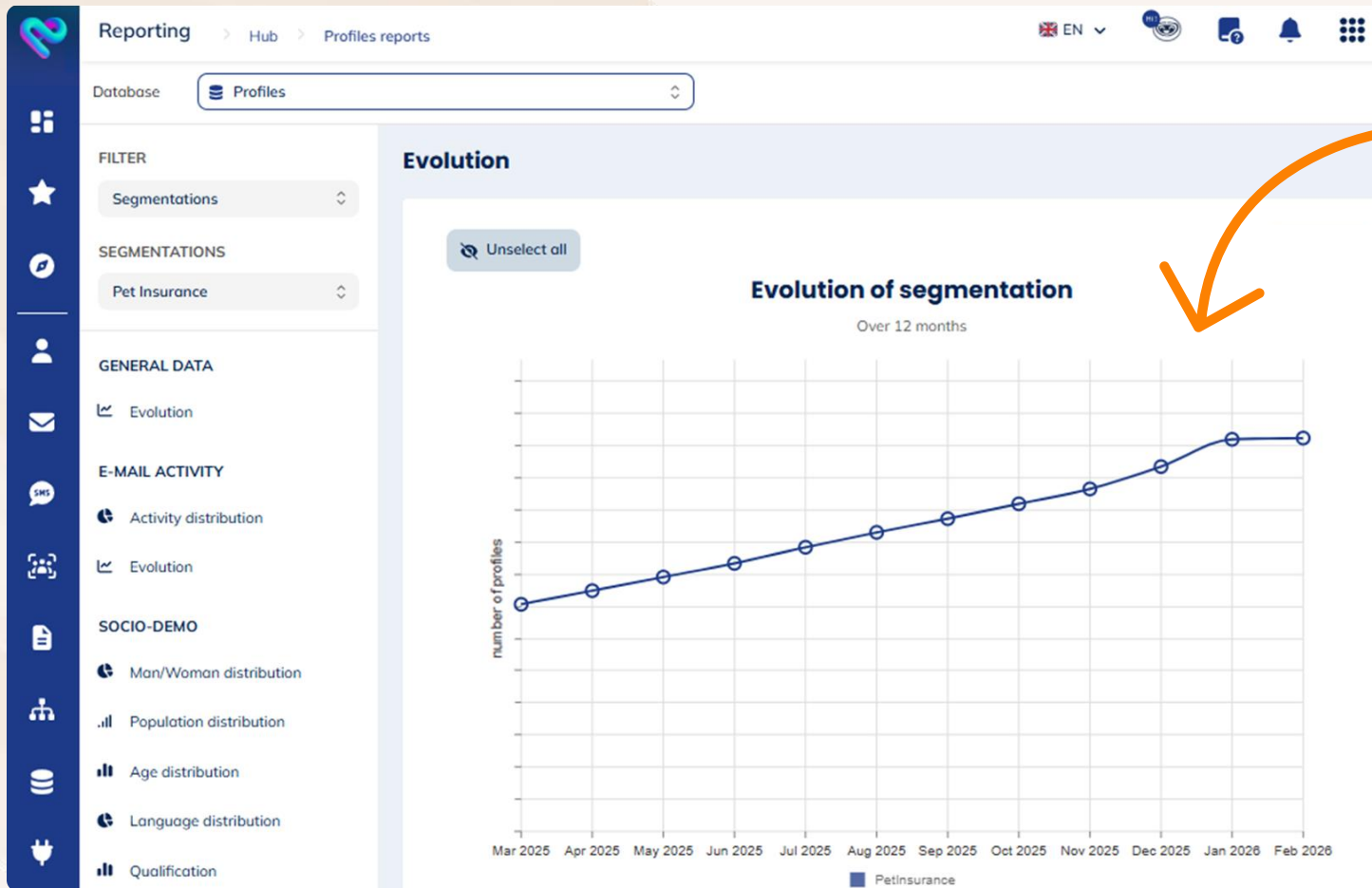
\$(FirstName), Unlock Faster Internet and Bigger Savings with Money Expert

Compare Broadband Deals

In today's connected world, having a fast and reliable internet connection is more important than ever. At Money Expert, we're here to help you find the perfect broadband package that suits your needs – all while saving you money.

Growing the pet insurance segment

Using click behaviour to grow segments



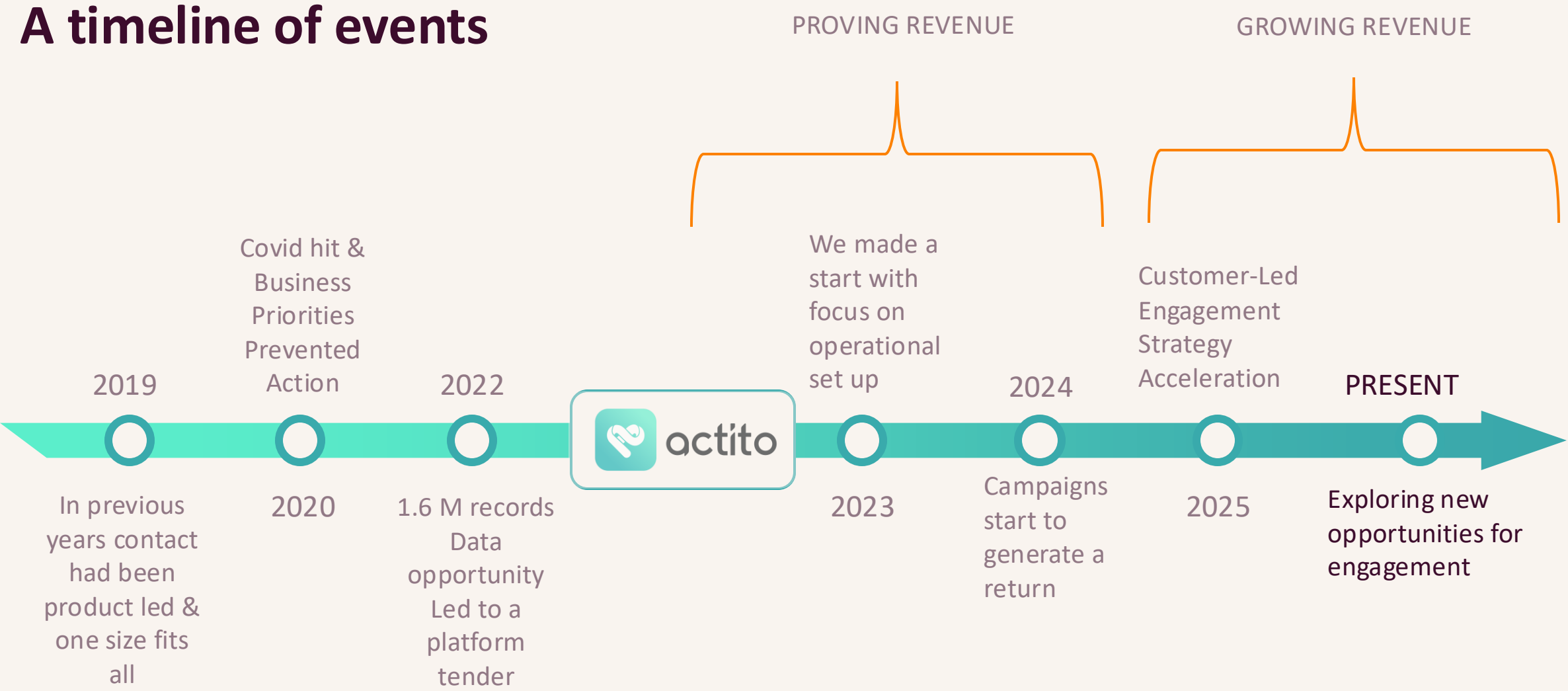
MoneyExpert

Motoring | Energy | Broadband | Insurance | Money | Rewards | News

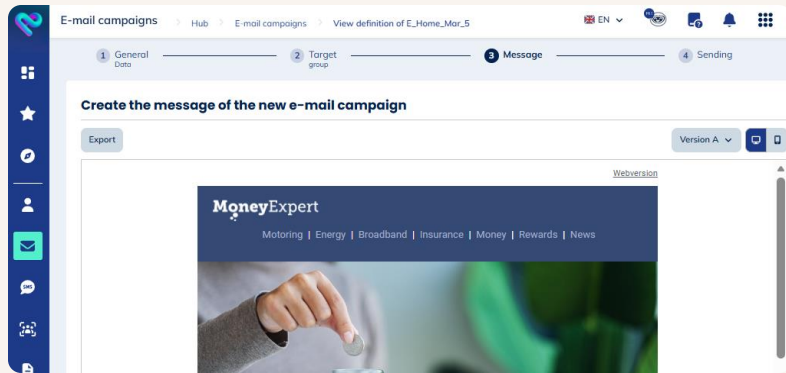
\$(firstname), Fancy Winning 6 Months of Marro Fresh Cat Food for FREE?

[Enter Now](#)

A timeline of events



Strategy Acceleration: Optimisation & Scaling

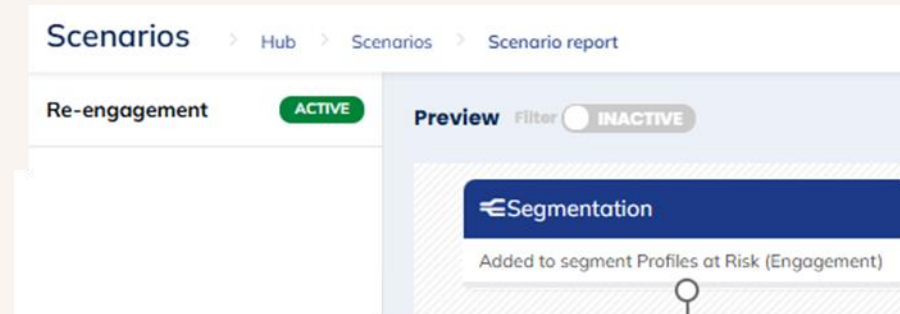


Multi-variant message testing

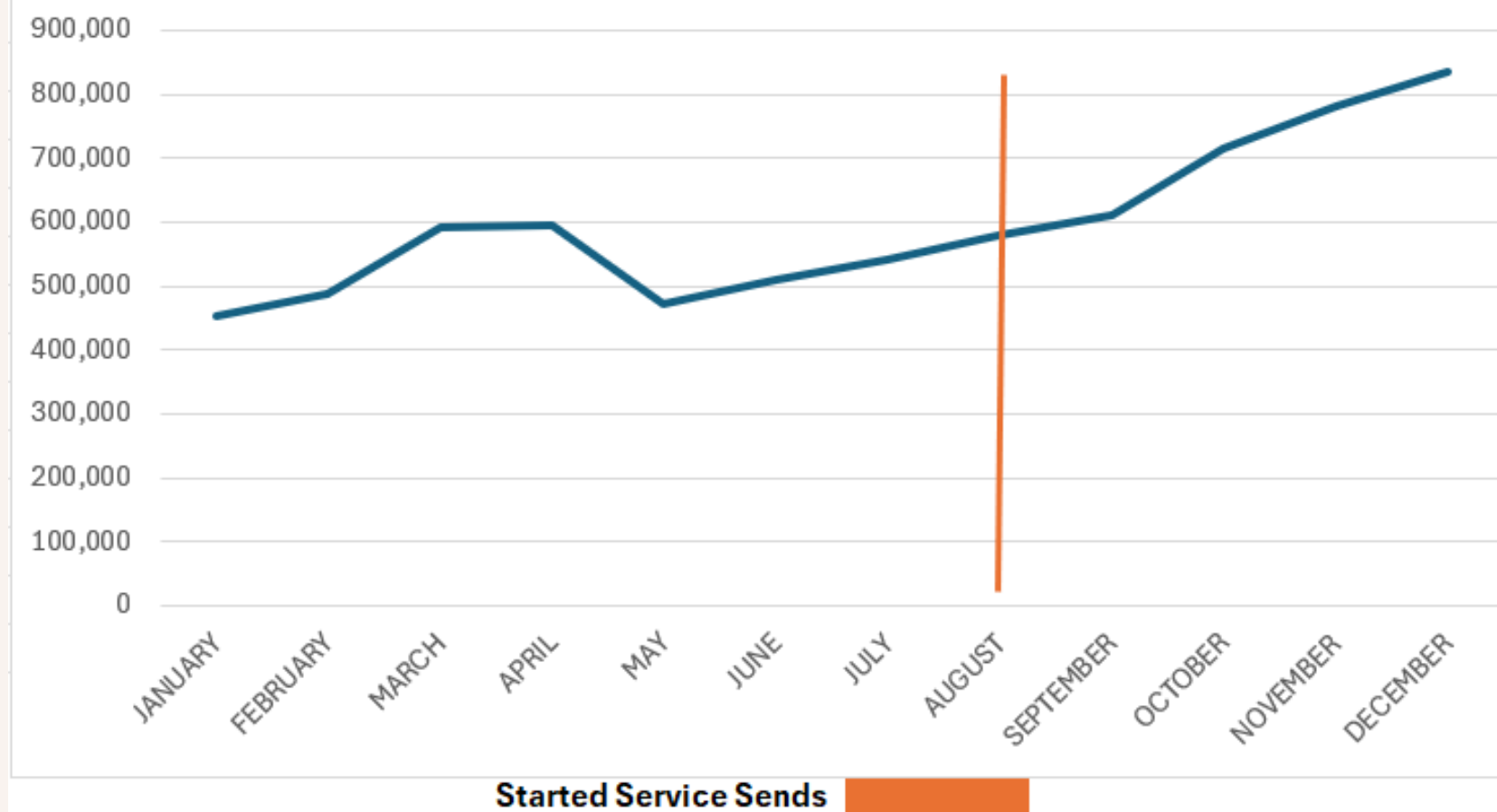
A screenshot of a configuration form for an email campaign. The 'General Data' section includes fields for 'Name' (Frequency Group 1 (Test)), 'Database' (Profiles), and 'Segment' (Control Group 1). The 'Rules' section has a 'Maximum number' field and three frequency options: 'Per day', 'Per week', and 'Per month'. The 'Per day' option is selected, and the value is set to 1. The 'Per week' option is set to 2, and the 'Per month' option is set to 8.

Frequency testing

Re-engaging lapsed audience



Engaged Audience Growth 2025



Started Service Sends

2025 Results

35M
emails

800K
Engaged Audience (2x)

550% ROI
on our platform
investment

16%
Cross-sell ratio

The Bones of our *Customer-led* Contact Strategy



TRACKING BEHAVIOUR

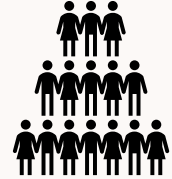
USE STATIC AND DYNAMIC INSIGHTS

CUSTOMER STARTS RECEIVING MORE
OF WHAT THEY SHOW AN INTEREST IN,
AND ENGAGEMENT GOES UP



COMMS FOR LIFE STAGES

WORK THROUGH PRODUCT AFFINITY
IDENTIFY AND FILL DATA GAPS.



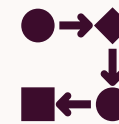
INCREASE REACH

DOMINO EFFECT: INCREASED
ENGAGEMENT >> INSIGHTS > >
INCREASED RECIPIENT LIST



BEYOND PROMOTION

USE VALUE-ADD CONTENT TO RE-ENGAGE
WITH DIFFICULT TO REACH AUDIENCES



CONTINUOUS
OPTIMISATION & TESTING
TEST AND REFINE BASED ON RESPONSE



MEASURE AGAINST
RESPONSE AND REVENUE
KPIs