

Legal & General

The Client

Legal & General Group is a leading multinational financial services company based in London. It offers a range of stocks and shares ISAa, Unit Trusts, Investment bonds and a wealth of investment fund information for research.

The Objectives

To identify the most profitable customer segments, whilst also designing and implementing a new marketing strategy that is customer centric and based on the online and offline behaviours of both L&G Investments' new and existing customer base.

The Strategy

- ✓ Greenlight analysed all direct response activity that L&G undertook across 2013 (online and offline), in order to build purchase journey portfolios of every single customer over the designated period.
- ✓ The integration of online data was achieved through building full online attribution portfolios of each individual customer utilising OneHydra, our total search management tool.
- ✓ Offline activity was integrated to the overall strategy which allowed us to successfully identify the role each media channel played in driving application volume. We also identified the relevant PPC and SEO keywords each investor uses at the different stages of the purchase funnel.

THE RESULTS

OVER £1MILLION SAVED

The analysis undertaken helped to save L&G Investments over £1million in marketing expenditure across 2014.

IDENTIFIED TWO KEY SEGMENTS

The analysis also identified two key segments, which combined accounted for 45% of L&G's overall online investment - previous to this it was considered only one of these engaged with the brand online.

56% INCREASE TOTAL ONLINE APPS

Total online apps were up by nearly 56% for the year.

33.5% INCREASE CASH SALES

Overall cash sales saw a 35.5% increase.

TESTIMONIAL:

"The insights into customer behaviour, analysed by Greenlight's One Hydra platform, has allowed L&G Investments to target its customers at a granular level never seen before, resulting in our most successful online ISA season to date."

**SHAUN ASHDOWN - DIGITAL MARKETING MANAGER,
L&G INVESTMENTS**

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