Deliver 11.2X ROI with Location Targeting

GROUPON

vouchercloud™

PlotProjects

About Vouchercloud

Vouchercloud, acquired by Groupon in 2018, is the UK's biggest money-saving mobile app; a large-scale platform providing vouchers to end-users from a range of globally known, and locally loved brands including GAP, Just Eat, Debenhams, Nike, British Airways, Ebay and Pizza Hut.

They wanted to offer clear, monetizable value to their advertisers, at scale, by delivering context-fueled experiences to their users.

In this case study, you'll learn how Plot Projects' location-based solution helps Vouchercloud to deliver in-the-moment, relevant content to users, and present a product which delivers clear bottom-line on behalf of their advertisers.

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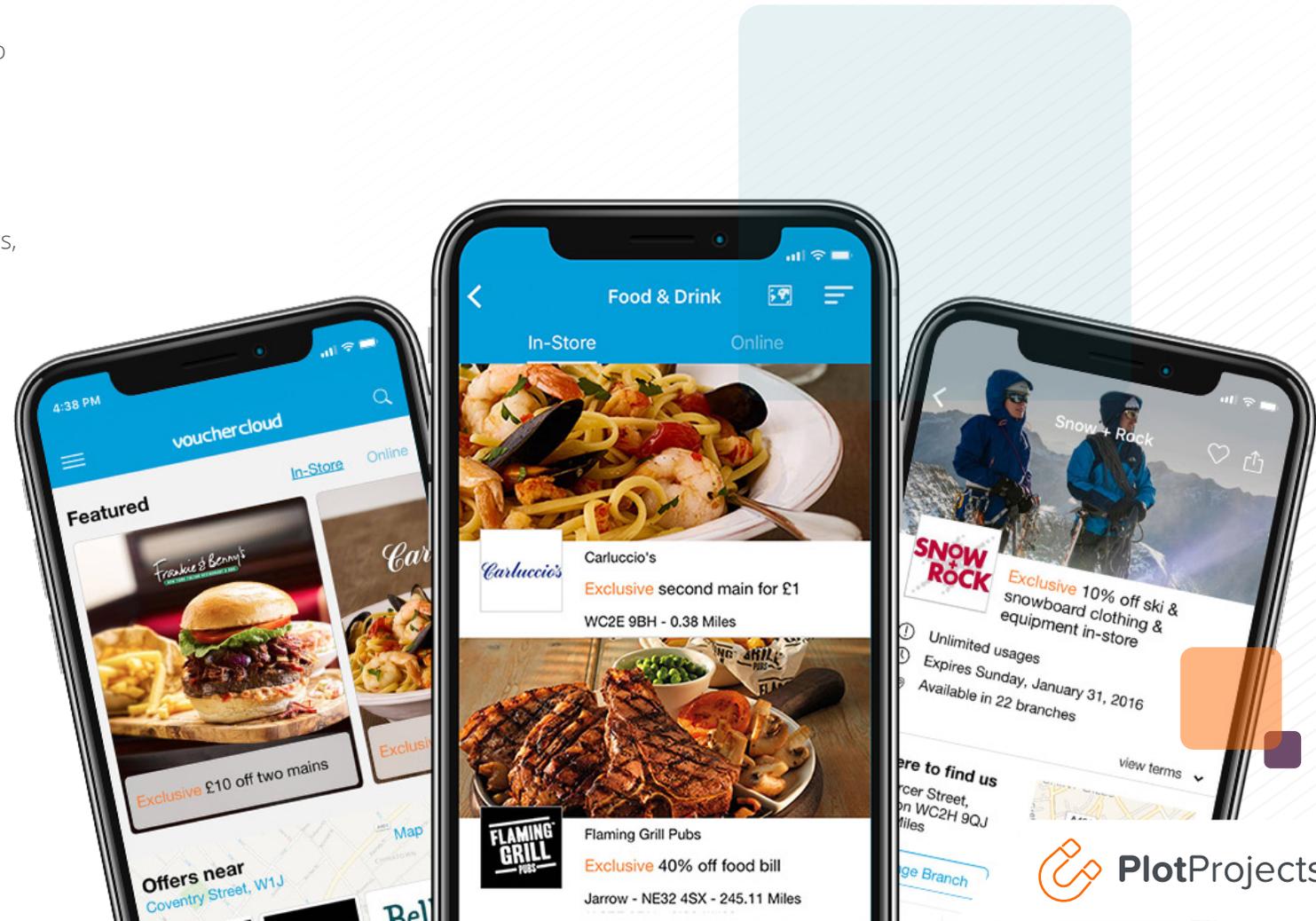
THE CHALLENGE

Increasing engagement is a concern for many apps

The average user has 33 apps on their device, but uses few - with 75% of users not returning to an app even the day after downloading it.

How can you keep users engaged with your app, stand out above the rest, and deliver determinable ROI to advertisers?

What is it that stops people from opening, tapping & converting?

With vouchers at the core of their business, Groupon's Vouchercloud sought to boost app user engagement as part of their multi-channel strategy; orchestrating location-based targeting with web and email promotions to ultimately increase voucher redeem-rate.

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THE SOLUTION

Offering coupons to users, just as they can redeem them

Phones have become an extension of people, and Vouchercloud understands that being a useful addition to someone's real life at a precise place and time, and seizing this window of opportunity, is crucial to increasing coupon redemption rates, and value per user.

By presenting coupons only at the right at the moment users needed them - as they approached or stayed around one of their advertiser locations - Vouchercloud can avoid information fatigue, and remind their users to take advantage of the unmissable offer - which is both immediate, and at arms' reach.

+25%
redeem-rate increase of mobile coupons
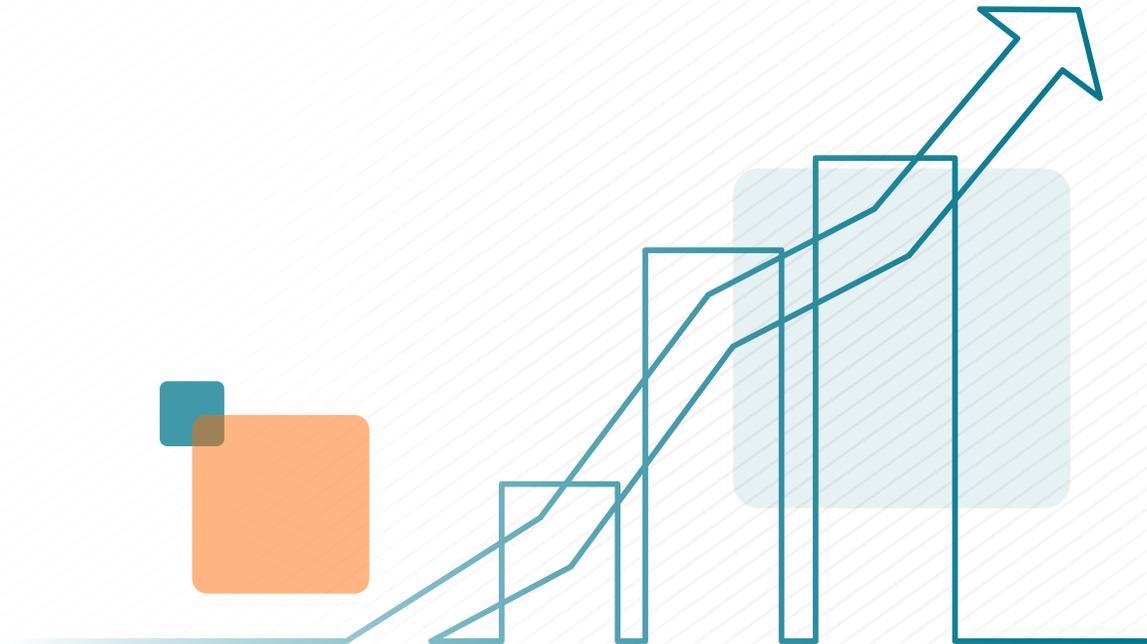
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How did they do it?

Create virtual perimeters of relevance, through geofencing.

By using Plot Projects as a solution designed to harness valuable moments for users, Vouchercloud first created a series of geofences to define real-world areas of interest.

With these geofences as a baseline, Vouchercloud divided their campaign into several components:

1. **Define** audience with geofences

2. **Engage** with Location-based Notifications

3. **Scale** with Campaign Management

4. **Control** and moderate with Anti-Spam Tool

5. **Analyze** with Location Analytics

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1. **Define an audience** with geofences

Geofences are at the heart of Vouchercloud's campaign, and they can quickly and easily create geofences around advertiser locations, with the flexibility they need to define different parameters and specifics.

Ranging between 50 and 1000 meters depending on the location, Vouchercloud can adjust both the radius, and the active time-period of geofences - for example only allowing them to trigger messages during the opening hours of a store or restaurant.

Then, by grouping geofences into campaign groups or labels which fit for them and their advertisers, they can activate or adjust geofences in just a click.

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2. **Engage** with location-based notifications

Time to create urgency, and convert users. Vouchercloud cuts through the marketing clutter by sending their app user a push notification only when a relevant voucher is redeemable from a place in their vicinity - i.e. when he or she enters, remains in, or exits one of the predefined geofences.

Using the Plot Projects dynamic notification center, Vouchercloud can pre-populate placeholder messages with personalized content elements shown on the right.

Not only does it make their campaign scalable, but Vouchercloud can also attach custom-links to their location-based notifications, to make sure relevant app pages appear when they're opened.

This means a seamless journey for the user, and a higher sale conversion and redeem-rate to show for it.

9:41

Tuesday, September 12

VOUCHERCLOUD   now

You are near Vodafone Oxford St.
Get 50% off on Dr. Dre headphones!

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3. **Scale** with campaign management

It is important for a large mobile publishers like Vouchercloud to run location-based targeting at scale.

With Plot Projects' Campaign Management feature, Vouchercloud can easily set up, manage and optimize +1000 national and local campaigns with over 18,000 geofences for their multiple advertiser locations across the UK, Netherlands, and South Africa.

With numerous advertiser locations, Vouchercloud has a large database to target; and this database also needs regular updates.

Efficiency, automation and scale

Plot Projects provides them with a bulk upload of geolocations to reduce manual work in the dashboard or via API. Plot Projects Campaign Management also makes it possible for them to attach a location based notification to an unlimited amount of related locations.

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4. **Control and moderate** with an anti-spam tool

To help Vouchercloud prioritize their notifications and avoid bombarding their app users with multiple offers in areas with high store density (e.g. London has over 400 locations), they used Plot Projects' cool-down solution.
This meant defining a specific time-frame of silence before another notification could be received by a user, avoiding duplicate sends, and improving freshness making offers more relevant and precise. In some cases, this means using a 'no resend' cap, which stops another message being delivered to the same user who leaves a location, and then re-enters again.

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5. **Analyze** and demonstrate value, with location analytics

An extensive Plot Projects analytics dashboard means Vouchercloud can measure the success of campaigns, and share valuable customer-based insights with their advertisers:

- Discovering the total number of notifications sent and opened during a campaign
- Measuring Click-Through Rates (CTR)
- Drawing custom reports generated for specific campaign parameters.
- Combining aggregated location analytics across channels, to understand their overall campaign and app performance
- Getting a full breakdown of data specific to a single geofence.

Which geofences are performing well by campaign, and which ones aren't? This helps Vouchercloud make better use of resources, as well as demonstrate value.

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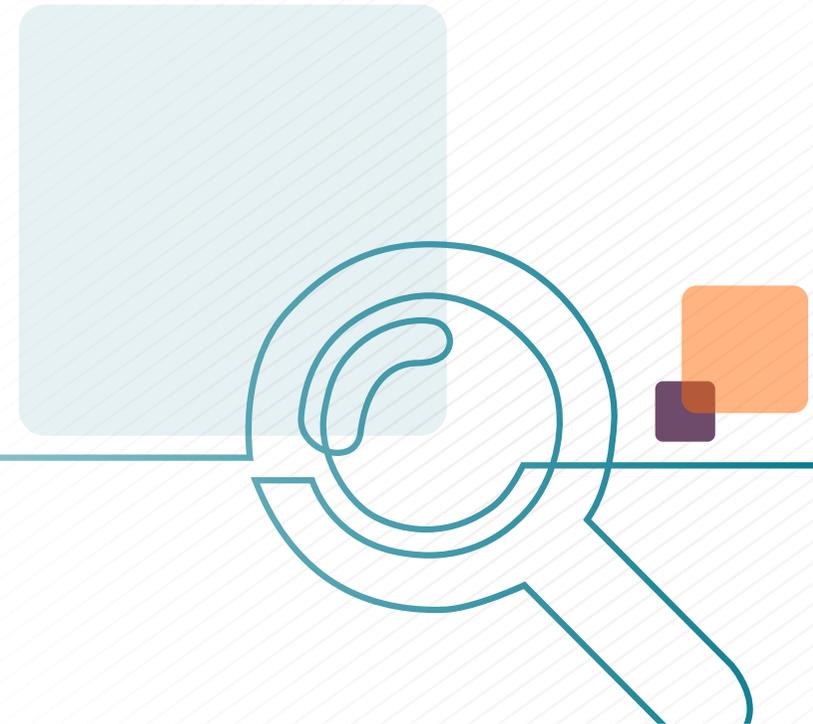
Results

The end-result for Vouchercloud balances exceptional, in-the-moment customer experience, and commercial value, by converting and monetizing users in a scalable and sustainable way. It demonstrates the sheer power of content when delivered in context - reaching users via mobile in a way which is less intrusive. Simultaneously, Vouchercloud can create an urgency and immediate relevance which is hard for people to pass up.

11.2X ROI

+25% redeem-rate increase

+15% notification open-rate

+15% clear demonstration of value

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What they said

"Plot Projects helped us to boost coupon exposure and redemptions well beyond expectations (+25%).
We were able to successfully monetize our users and drive more business with existing & new clients."

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Robert Downes
Head of
Commercial Partnerships

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Top companies trust Plot Projects

Customers

Coca-Cola · vodafone · Walmart Save money. Live better.

Heineken® · verizon✓ · RYANAIR

TARGET · Travelex worldwide money

Partners

mparticle · swrve · LEANPLUM

mixpanel · ORACLE® · selligent

braze · URBAN AIRSHIP · SHOPGATE

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