

Enhancing customer engagement through creative rewards



Case Study 2024

Objectives

Giftcloud partnered with Sky to elevate their reward program, focusing on driving customer acquisition and engagement. As a leader in digital gift card-based rewards, Giftcloud provided bespoke data capture pages and tailored campaigns. The key objective was to increase conversion rates via targeted Sky Stream campaigns.

Primary Objectives



Increase Conversion Rates & Customer Acquisition



Expand Reward Channels



Boost Customer Engagement



Optimize Customer Care

Increase Conversion Rates and Customer Acquisition: By enhancing data capture pages, Giftcloud aimed to streamline the customer journey and increase both conversion rates and new customer sign-ups.

Expand Reward Channels: Introducing new reward options, including Sky Stream and Sky Mobile, to appeal to a broader audience and diversify the reward offerings.

Boost Customer Engagement: Develop tailored campaigns for Sky products such as Broadband, Stream, Protect, Sky Mobile, and Glass to resonate with specific customer needs and preferences.

Optimize Customer Care: Reducing customer support tickets by refining processes and improving communication, ultimately leading to higher customer satisfaction.

Innovation & Execution

Giftcloud developed bespoke interstitial pages for Sky, enhancing user experience and reducing friction points. Tailored campaigns for Sky Broadband, combined with a partnership with Intent.ly, improved conversion rates and saved nearly 5,000 customers. This success led to an expansion of reward campaigns across Sky Stream, Protect, and Glass, resulting in a 912% increase in no. of campaigns. Collaborating with Money Saving Expert significantly boosted engagement for Sky Mobile, with page views increasing by 1197%

A phased roll-out approach allowed for iterative improvements and data-driven decision-making. The number of monthly campaigns grew from 8 to 81, with Sky Mobile sales increasing by 115% during the first campaign.



Results

The enhanced data capture pages led to a 27% increase in conversion rates and 6,895 new Sky Stream customers in 2023. Exclusive campaigns for Sky Mobile, in partnership with Money Saving Expert, resulted in 361 sales from 2,101 sign-ups. Tailored campaigns for Sky Broadband, Stream, Protect, and Glass rewarded 4,058 additional customers.

Customer care improvements, achieved through AI integration and refined communication processes, led to a 45% reduction in customer care interactions and a 30% increase in positive Trustpilot reviews. Sky's spending on gift cards increased by 125%, with the number of gift cards sent rising by 199% between H1 2023 and H1 2024.

During Black Friday 2023, Sky saw a 120% increase in new customer acquisition, with 72% of customers activating their rewards, resulting in Giftcloud sharing back £1.5 million in unused rewards to Sky. The success of these targeted efforts underscores the impact of innovative reward strategies on customer engagement and acquisition.



Conversion rates increased by 27%



1197% boost in page views



£418k total spending from Sky Stream campaigns



2,101 Sky Mobile Sign ups