



Nectar generates loyalty with Unica

Nectar uses Unica® software to deliver all of its online and direct marketing campaigns to its millions of Nectar loyalty programme collectors. Statements are provided to collectors through digital channels, which are enabled by a unique online offer management solution, 'My Bonus Points'.



BACKGROUND

Over half of all UK households actively participate in the Nectar programme, collecting points with Nectar partners such as Sainsbury's, Homebase, BP, EDF Energy, American Express, Ford, Expedia, and many others. Nectar points can also be collected online at over 300 participating destinations, including Amazon.co.uk, eBay.co.uk, Play.com and Dell. To date, more than a billion pounds of rewards have been given to collectors through the Nectar programme.

CHALLENGES

Traditionally, most retail loyalty programmes provide statements on paper and customers receive coupons through the post for offers to collect more points. With one-to-one personalised offers made to collectors in their statement, the costs are considerable in terms of print and postage and there are the natural environmental concerns.

Nectar needed a marketing automation solution that would help manage and deliver not only the personalised Nectar statements, but also hundreds of other targeted, multi-channel campaigns that the company executes every year to its collectors

SOLUTION

Nectar originally looked at solutions from over 20 different suppliers and Unica was among the short list of three finalists. Nectar ultimately selected Unica because of its strength in delivering personalised marketing campaigns across multiple channels, through an integrated solution.

Using Unica as its campaign delivery system means that Nectar now has a single system and repository for all Nectar campaigns and offers. The solution also records all contact with each collector, allowing Nectar to deliver an optimised contact strategy for its partners. This allows Nectar to deliver better response rates for campaigns, and its collectors to receive more timely and relevant communications from Nectar.

Nectar collectors who receive their statement via email can see their Nectar points balance and personalised offers. Different profiles of collectors will receive different content and creative, and the offer combinations are nearly one-to-one. The collectors will click on the offers in the email and be taken to the nectar.com website where they can view and manage their offers using the 'My Bonus Points' functionality.

In My Bonus Points, collectors can 'opt-in' to their personalised offers. Once this has happened, all the collectors need to do is fulfil the offer criteria – for example, shop three times in a month for double points. Once the criteria have been met, Unica's software allows Nectar to automatically award the points to the collectors and update their records and 'My Bonus Points' portal with the new balance. This is an environmentally-friendly paperless process. The website can even inform collectors of their progress by displaying messages such as, "You're nearly there, shop once more", when they log in.

The My Bonus Points functionality works not only for collectors' electronic statements, but also across all other campaigns, regardless of channel. My Bonus Points is a unique online repository of all offers sent to a collector through all campaigns, so they'll never miss an offer again!

"The Unica solution provides us with the capability to deliver our highly targeted campaigns to our collectors through an integrated direct mail, email and website approach." said Roger Sniezek, Operations and Digital Director, Groupe Aeroplan Europe. "It helps make our collector communications more relevant and timely and has put us ahead of our competitors in the realm of true one-to-one, multi-channel marketing."

OBJECTIVES

- Fully automate all Nectar online and direct marketing activities
- Allow Nectar collectors to receive their Nectar points statements via email and through the website
- Deliver highly personalised offers and allow the collectors to view, manage and track progress of offers via the Nectar website

RESULTS

- Nectar collectors are engaging more with Nectar's partners
- More cost-effective email execution and improved flexibility, performance and deliverability of Nectar emails
- Several million collectors are receiving electronic statements and digital coupons through 'My Bonus Points' – reducing the volume of paper used
- Clickthroughs from the digital statements are several times higher than industry averages



RESULTS

The Unica implementation for Nectar is well on track to pay for itself within two years. The Nectar programme is already realising a marked success in response rates, with the digital statements seeing the highest ever clickthrough rates from a mass campaign.

“Online marketing using Unica’s interactive marketing technology not only allows us to make efficiencies and improve quality, but better target and optimise our campaigns for Nectar collectors,” said Sniezek. “We believe the new approach to managing Nectar offers makes it much easier for collectors to interact with and get more value from Nectar. This will help to drive incremental revenues for our partners.”



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