

## PROGRAM SPOTLIGHT



# Relevant Savings Incentives Increase Subscriber Engagement for a National Cable Company

## Company Overview

A major national cable company that offers a suite of services, including phone, Internet, Ethernet and cable TV, partnered with Entertainment® to help boost their customer engagement efforts.

Our client serves many millions of customers, mostly residential. More than 60% of the company's customers subscribe to two or more of their services, with nearly 30% receiving all three.

## Marketing Objective

This cable provider distributes a monthly e-newsletter to its subscribers. They use this communication to inform customers of their account activity, special services, and unique offers. They needed an engagement solution to address the following e-newsletter goals:

- Increase open rates and engage customers with relevant content
- Provide a low-cost incentive to drive long-term brand loyalty
- Offer additional value with a Surprise and Delight reward

## Our Solution

Entertainment® Corporate Marketing Solutions partnered with this cable company to develop a value-added engagement solution. Our client provided their subscribers with a customized SaversGuide® portal where they could print an Entertainment® coupon of their choice every month. The savings offers made available for this solution were for well-liked hyperlocal restaurants and retailers.

The Entertainment® incentives were accessible via digital media through client site banner ads and email communications.

The program originated in one market, but due to its popularity our client rolled it out nationally and added three more monthly savings offers; it has been an ongoing program for nearly 10 years. Other success metrics for this e-newsletter solution include:

- **20%** increase in open rate
- **5%** increase in click-thru rate
- **20%** increase in click-to-open rate
- Less than 0.1% opt-out rate

Need a low-cost, high-value solution for customer engagement?

