COGNITION

ANALYTICS DRIVEN SUBSCRIPTION PROGRAM

CASE STUDY

CASE STUDY: An International Publishing and Events Business Revitalizing Energy Sector Engagement in the Digital Era

COGNITION

CLIENT

A leading provider of energy sector intelligence and market events

INDUSTRY

Energy Sector - Publications and Events

PRODUCTS

Specialized publications and event services tailored for energy professionals

TARGET GEO

Global

BUSINESS OBJECTIVE

To overcome post-pandemic market shifts, our client aims to revitalize their subscriber acquisition and retention strategies. They aimed to leverage digital transformation to enhance market penetration, combat the effects of high industry turnover, and solidify revenue streams from subscriptions and event promotions.

OUR SOLUTION

- Cognition con

Data-Driven Market Segmentation: Assessed the existing subscriber base to identify high-potential market segments, optimizing campaign focus.

Omni-Channel Campaign Execution: Implemented a multi-faceted marketing strategy, leveraging personalized content to drive subscriber growth and engagement.

Proactive Retention Measures: Instituted a continuous campaign cycle to maintain and grow subscriber numbers, incorporating feedback loops for ongoing optimization.

OUTCOMES

Streamlined Subscriber Acquisition: Implemented data-driven targeting for efficient acquisition rates, outperforming traditional methods.

Optimized Budget Allocation: Utilized outcomes-based models and precise segmentation to acquire over 100,000 new subscribers, maximizing budget effectiveness.

Risk Mitigation: Ensured predictable subscriber delivery rates, providing a stable operational framework for marketing initiatives.

Retention Improvement: Applied analytics to identify and address subscriber renewal trends, resulting in reduced non-renewal rates and sustained audience growth.

Increased advertiser engagement and revenue: Expanded subscriber base increased advertiser engagement and revenue through premium data products and additional publications.