

Trend Micro's Trigger-Based Marketing Boosts Revenue and Renewals



54%

A global leader in IT security, Trend Micro has shown a 54% uplift in revenue where a customer is engaged with its email communication.

To avoid customers jumping ship to competitors and build a more thorough understanding of customer behaviour, Trend Micro needed to utilise intelligent, targeted, and creative marketing. Trend Micro was tasked with finding a solution to build a customer engagement strategy from scratch. "Trend Micro wanted to develop meaningful and long-term relationships with its customer base in order to improve engagement metrics and renewal rates. By integrating more relevant, dynamic content, Trend Micro hoped to maximise customer engagements with a digital marketing campaign designed to capture customer attention at the key points in the customer lifecycle," says Will Nunan, eCommerce retention and lifecycle manager at Trend Micro.

CHALLENGES

- Lack of customer communications strategy after purchase
- Disconnect between customer data and technology
- Limited personalisation

SOLUTIONS

- Trigger-based marketing
- Modular template designs
- Responsive email format

RESULTS

- 63% increase in click through rate.
- 46.54% renewal conversions.
- 54% increase in email revenue with engaged customers.

Oracle Marketing Cloud's development of trigger-based marketing for Trend Micro saw the company deliver customer-centric messaging aligned with the personal customer lifecycle. "By focusing our email marketing efforts around the customer lifecycle through trigger-based emails, our marketing engagement rates have increased by 63%. Through this customer centric approach, we have developed deeper relationships with our customers, dramatically increasing retention rates," says Will.

By aligning customer data and technology, Trend Micro was able to deliver relevant, meaningful content to its customers at the right time and in the right format. The partnership with Oracle Marketing Cloud has revealed that the key to driving renewals and building loyal customers is to utilise intelligent, targeted, and quality marketing. Trend Micro can now look to further implement a culture of testing and optimising across the global organisation.

Learn more at: oracle.com/marketingcloud