

CASE STUDY

Vanarama's Data-Driven Transformation

About Vanarama

Vanarama, an Auto Trader Company, is a UK-based personal and commercial vehicle leasing ecommerce company that provides car insurance and servicing plans. Celebrated for its customer experience, Vanarama won over five awards for CX in 2020 and is company of roughly 230.

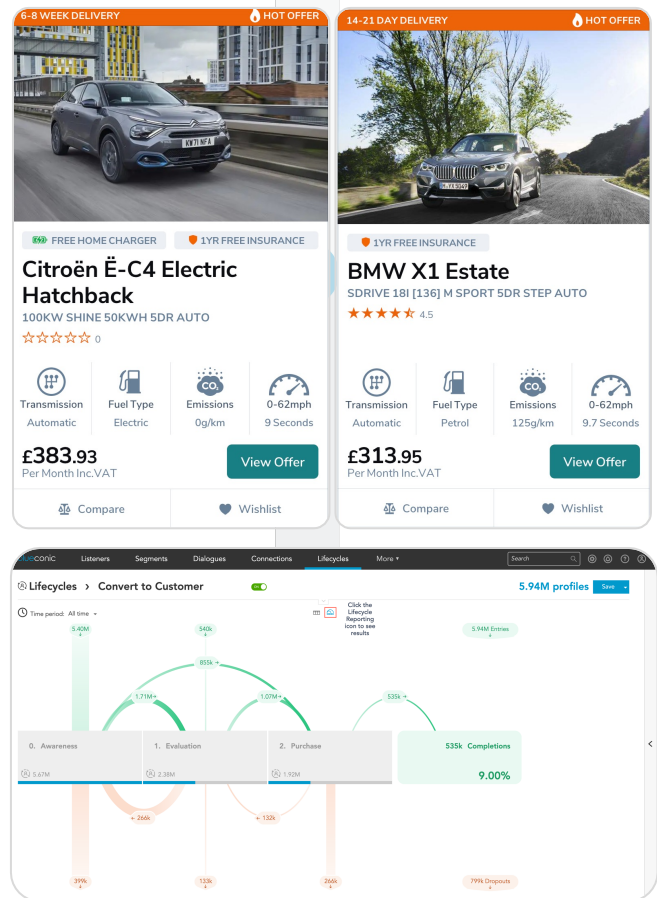
Challenges

Given the significance and long-term nature of an automotive lease, Vanarama's B2B and B2C customers undergo a lengthy purchase and renewal cycles. Web cookies don't last that long, and buyers are likely using both offline and online touchpoints throughout their journey.

As a result, Vanarama's customer data resides in various silos and external platforms across its ecosystem. It was difficult to identify which customers were in-market – and for what type of vehicle or service.

To fill these gaps and identify intent, Vanarama spent significant amounts annually on third-party data, yet still couldn't understand where individuals were in a purchase journey.

With BlueConic, Vanarama addresses data scarcity and builds omni-channel customer lifecycles to drive long-term customer relationships.



Solutions

Unified profiles for customer insight

Foundational to gaining insight and orchestrating customer journeys, Vanarama needed to unify data from across systems and sources to understand their current data landscape and identify any potential gaps.

They began to build out their first-party data asset using unified profiles and associated [identity resolution](#) techniques, such as [profile merging](#) and cleaning profiles via AI Workbench. They reconciled data from across their ecosystem, including their ESP and CRM tool and an internal data warehouse, and used [Timeline events](#) to capture transaction data such as order date, contract start, contract end, email opens, and more. And, given the current trends toward privacy, included consent as a key attribute of individual-profile.

Vanarama outlined the ideal data points necessary for their multi-dimensional segments that contains intent data, transactional data, and filled in any missing signals using the data collection feature [Listeners](#) to capture real-time data into individual-level profiles.

Previously, Vanarama defined in-market segments using a limited set of data points based on what they could easily access. Now, Vanarama gains deeper insights into cross-channel customer behavior which they can use to present different customer lifecycle scenarios in real-time.

For example, purchase intent is now a tangible input to marketing. Vanarama isn't just using the fact that a customer has interacted with several purchase options; they're looking at all

those various elements that could influence a journey including if that person watched a video onsite, did they add something to their basket, and more.



We are starting to develop a deeper understanding of our users' behaviors and journeys – in real time. There is an extra layer of interest and intent that we can derive from multi-channel touchpoints and these softer inputs have become more important for our marketing."

Kristina Kalpokaite, Head of Acquisition, Vanarama

Multi-channel customer journeys

As a company which prides itself on customer experience – and which has won five CX-related rewards in recent years – Vanarama can activate advanced personalization techniques based on unified data and purpose build segments. For example, if a customer calls, they'll be able to connect the journey from CRM to onsite behaviors and more. Moving from single-channel marketing optimizations to multi-channel ones depends on BlueConic's [Connections](#), [segmentation](#), and a way to easily scale personalized interactions. Using Lifecycles, Vanarama can not only identify when customers are showing true intent to

purchase, but can orchestrate a lifecycle that pushes segments in real-time through purchase funnel and action. Kalpokaite says, “BlueConic Lifecycles is not just a visualization, it’s a tangible, actionable customer journey map. It not only allows us to drive insights, but to activate coordinated multi-channel marketing.”

Gaining operational efficiencies & differentiation

Kalpokaite also noted how access to first-party insights have changed Vanarama’s internal marketing processes. Centralized data allows Vanarama’s previously siloed teams and channel specialists to collaborate more effectively as they have access to the same insights. And not only that, but marketers who haven’t previously gotten the chance to work with unified data before are gaining new skills through their experiences at Vanarama.

Furthermore, partnership with the BlueConic experts means Vanarama is asking new questions and thinking through new problems. Kalpokaite explained: “Before, we asked ‘How can we do this the same way we’ve done it before?’ Now, we start with a question and work backwards with BlueConic into how we can bring it to life, activate it, visualize it, or gain insights into it.”

Results

With greater knowledge, Vanarama is able to orchestrate customer journeys more effectively. As a test of the new segmentation, the company focused on retargeting for browse abandonment. Using customized language

derived from new insights, Vanarama improved abandon conversion over 50%, directly increasing revenue.

Additionally, Vanarama has improved ROAS through its reduction in third-party data spending. Since taking control of its first-party data with BlueConic, Vanarama has been able to reduce purchasing external data for marketing and advertising campaigns.



BlueConic has changed not just how we market, but how we work and collaborate internally. It’s a mindset shift for our marketers.”

Kristina Kalpokaite, Head of Acquisition, Vanarama

To futureproof themselves from future privacy regulations, shifting consumer demands, and potential market factors out of their control, Vanarama choose technology that continue to drive results. For instance, Look-alikes created based on their first-party data work better than using big data backed solutions.

Vanarama knows its use cases will continue to adapt over time and chose BlueConic as a platform that can scale with the company’s needs. “The incremental use cases follow the first one,” said Kalpokaite.