

Building credit.

Progrexion speeds consumer access to tailored credit services with the help of Adobe Marketing Cloud.



“With Adobe Target, we found the ideal balance to address different customer preferences, resulting in a 14% lift in conversion.”

Steven Jones, Associate Director, Testing and Optimization, Progrexion

SOLUTION

Adobe Marketing Cloud including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions

RESULTS

14% Boost in **CONVERSION** by using customer insights

 **FASTER** time to market for targeted content

 **ONE** customer view across brands and channels

 Online and offline data is **INTEGRATED**



Progrexion

Established in 2000

Employees: More than 2,300

Salt Lake City, Utah

www.progrexion.com

CHALLENGES

- Drive cross-channel leads to the call center
- Create a single view of the customer
- Enhance the online user experience with meaningful interactions

Help wanted

Progrexion has been at the forefront of providing online consumer credit services for nearly two decades. As the sole advertiser for Lexington Law and the holding company for CreditRepair.com, Credit.com, and Efolks, Progrexion helps hundreds of thousands of U.S. consumers protect and repair their credit every year. From the moment a customer calls in to its call center, Progrexion employees play a pivotal role in putting customers back on the road towards financial success.

Approximately 90% of Progrexion's customers sign up via the call center, so driving leads there from its brands' web properties is a key factor in the company's growth. However, Progrexion's internal reporting tools provided only basic insights—such as whether a lead came from an ad or organic search—and did not integrate online and offline interactions. By expanding insights into cross-channel customer journeys and improving attribution, the company saw a significant opportunity to increase personalization according to customer preferences.

"People who call in are the most likely to be become and remain Progrexion customers," says Kirk Nielson, Assistant Director, PMO at Progrexion. "We needed to better understand where to spend our time improving the cross-channel experience to increase calls, and ultimately sales, through our call center."

Progrexion also wanted to get a more complete view of customers by integrating data from third-party vendors, helping the company to have more meaningful conversations with customers across touch points. In addition to marketing, the company knew it could use these insights to develop more relevant sales and support interactions.

Integrated experiences

Now, at the center of the company's marketing ecosystem, Progrexion uses Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager. Using the integrated platform, Progrexion can analyze audience behaviors, test new experiences, and deliver engaging materials. With the Activation core service within Adobe Marketing Cloud, the company can gain visibility into cross-channel interactions faster.

Tying everything together for Progrexion is Adobe Marketing Cloud ID, providing a universal Visitor ID for consumers who visit its digital properties. This gives Progrexion a single view of consumers and enables the company to further customize digital experiences by sharing audience data between Analytics and Target. For example, visitor IDs are used to develop audience segments and tailor search terms and ad copy.

“We can deploy content when it’s ready. With Adobe Experience Manager, we are no longer dependent on other resources and don’t have to wait to push new content live.”

Kirk Nielson, Assistant Director, PMO, Progrexion

“Tests launched with Target enabled us to look closer at both channels for success and for securing leads in the way that customers prefer.”

Steven Jones, Associate Director, Testing and Optimization, Progrexion

By using universal visitor IDs to dynamically personalize content on its landing pages, matching creative with the original touchpoint, it can create more consistent experiences. Special offers, pop-up chats, and prompts for information can also quickly be integrated into various customer experiences, including through its call center.

As an added bonus to enhancing the customer experience, Progrexion has lessened the load on IT staff. The team can create and launch fully integrated landing pages using Adobe Experience Manager without the assistance of IT, resulting in faster time to market. “We can deploy content when it’s ready,” says Nielson. “With Adobe Experience Manager, we are no longer dependent on other resources and don’t have to wait to push new content live.”

Assisting everyone

Adobe Target helps Progrexion marketers understand what prompts website visitors to take the next step and engage with the company. When the testing team first used Adobe Target to test landing pages for brand traffic, they were surprised by some of the results.

“We always focused on directing leads to the call center, so we designed a test page that put more emphasis on that strategy and less on enabling online signups,” says Steven Jones, Associate Director, Testing and Optimization at Progrexion. “Tests launched with Target enabled us to look closer at both channels for success and for securing leads in the way that customers prefer.”

By updating calls to action on each web page, Progrexion is now delivering the right experience to the right customer. “With Adobe Target, we found the ideal balance to address different customer preferences, resulting in a 14% lift in conversion,” says Jones. “We could clearly map the impact back to a single test.”

Currently, Progrexion is running four to eight tests at a time to find the best design, navigation, and experiences to increase conversion and engagement. Using Analysis Workspace within Adobe Analytics, the company is accelerating how learnings are incorporated into new tests, helping it quickly expand testing and launch up to 12 tests concurrently. At the same time, digital marketers can communicate findings broadly across the organization using dynamic dashboards, democratizing data and insights.

“Analysis Workspace is easy for both digital marketers and non-marketers to use, making data more approachable and useful,” says Nielson. “Decision makers have real-time information, can easily customize dashboards to their specific role, and have visibility into tests in progress so they can initiate change quickly.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions. Capabilities used include:
 - Sites
 - Marketing Reports and Analytics
 - Ad Hoc Analysis
 - Data Workbench
 - Analysis Workspace
 - AB Testing
 - Multivariate Testing
 - Rules Based Targeting
 - Automated Personalization
- Core services used include:
 - Activation
 - ID Service

For more information

www.adobe.com/marketing-cloud.html

www.adobe.com/ca/marketing-cloud/enterprise-content-management.html

www.adobe.com/ca/marketing-cloud/web-analytics.html

www.adobe.com/ca/marketing-cloud/testing-targeting.html

https://marketing.adobe.com/resources/help/en_US/mcvid/

Nielson also notes that employees can quickly pivot from viewing one test or campaign to another within the dashboard, transforming traditional reporting. Overall, it's saved Progrexion significant time and reporting resources.

Getting at the numbers

Progrexion's web properties provide a wealth of customer information. Adobe Analytics collects and processes this data in real time, giving digital marketers the information to make business decisions based on data. Taking this a step further is the Data Workbench capability within Analytics, which allows Progrexion to stitch together a complete data set that includes online and offline customer interactions.

"We've only just started with what we can do with Data Workbench," says Nielson. For example, to eliminate costs associated with re-acquiring customers who cancel their services only to sign up again a few months later, Progrexion uses Data Workbench to identify people who are more likely to need the company's help again. This enables the company to develop content that keeps people engaged with targeted messages.

"By understanding the key attributes of less-engaged segments, we can create targeted remarketing campaigns that showcase the value of our services," says Nielson. "In turn, we can avoid onboarding costs and we have more positive, long-lasting relationships with members of those segments."

More importantly, new analytics capabilities are helping to strengthen relationships with customers across all segments and channels by shaping more meaningful conversations. Additionally, Progrexion is reaching and connecting with a larger audience through digital channels, increasing the overall visibility of its brands.

