

e-tractions & Florida Power and Light

CASE STUDY



Extensive testing powered by EnterAct resulted in targeted emails that hit their mark.

About e-tractions

e-tractions is a Web-based marketing solutions provider that develops, implements and optimizes innovative online marketing campaigns for corporate marketers. e-tractions has earned an award-winning history working with category leaders across several industries including pharmaceutical, technology, financial services, consumer and non-profit. Companies that have adopted the e-tractions EnterAct™ platform include BearingPoint, CMP, HP, Progress Software and Sepracor. Founded in 1999, e-tractions is privately held with headquarters in Lexington, MA.



e-tractions and EnterAct. The Power Behind the Campaign

The Client: Florida Power and Light

Florida Power and Light (FPL) is the largest utility in the State of Florida, providing services to millions of customers. The utility faced a tough marketing challenge: how to improve the bottom line in a very heavily regulated environment. Due to this business climate, the company is continually trying to generate internal efficiencies and maintain an excellent image with its customer base.

The Opportunity for Savings

A significant opportunity lies in getting more customers to take advantage of the online bill payment program. In response to this opportunity, FPL focused on a program to substantially increase customer participation in online bill payment. The company decided that the success of its new marketing program required “pushing the envelope” in trying new techniques and reaching to practices implemented in other industries. That’s where e-tractions stepped in.

The Solution

FPL put together a team that included e-tractions and Mercer Management Consulting to design and test a messaging strategy to communicate with their more than 3 million customers and boost enrollment in the online bill payment program.

Instead of testing four to five variables as originally thought possible, the team designed a matrix of approximately 30 variables that resulted in 2,400 different offers being included in the testing program!

Using the e-tractions EnterAct™ technology platform, the 2,400 cells were *fractionally* reduced to 27 test offers and loaded into an email blast to a sample of 300,000 FPL customers. EnterAct was wired to track of nearly 8 Million data points based on specific email addresses being paired with a particular marketing message.

The entire project from first client contact to launch of the test messaging campaign was completed in just over eight weeks, with initial results available inside of seven weeks. What’s more, EnterAct provided results within *hours* of test launch, in a real-time feedback loop that enabled adjustments to the program in real time. In fact, the EnterAct reporting infrastructure was so fast that it started reporting *before* the first email blast process was done.

The results and the efficiency of the test gave the team a high degree of confidence in the ability to roll out a major marketing campaign with assurance of success. The combination of state-of-the-art marketing methodology and marketing software infrastructure can be applied in a variety of in-market experimentation situations in pharmaceuticals, utilities, financial and technology marketing.

Contact Krishna to learn how e-tractions and EnterAct can drive your online marketing campaigns.

Contact

Krishna Krovi, Director of Sales
e-tractions, Inc.
33 Hayden Avenue
Lexington, MA 02421
781.276.1800 x23
kkrovi@e-tractions.com