



halfords

Halfords used localised content powered by Marigold LiveContent to drive a *57% increase in bookings* across their under-utilised garages



COMPANY INFO

Halfords is the UK's leading retailer of automotive and cycling products and the leading operator in MOT, tyres, car servicing and car repairs - pleasing more than 750,000 customers every year. Combined, Halfords Autocentres and Retail ensure trust, expertise, price guarantee and quality guarantee as standard. Providing an unforgettable experience for motorists and cyclists is something Halfords know well - offering a wide range of quality products and services to suit both.



COMPANY
Halfords



WEBSITE
halfords.com



INDUSTRY
Automobile



GEOGRAPHY
UK



MARIGOLD PRODUCTS
**Marigold Engage+ and
Marigold LiveContent**

The Challenge

The CRM team was challenged by the business to drive customers into Halfords Autocentres with spare capacity in the local area.

The team also wanted to maximise their campaign performance click through rates, while minimising their unsubscribe rates. Their plan was as follows:

1. Exceed email engagement benchmarks using a highly localised content approach.

Halfords operate a nationwide network of Autocentres and often use generic content for all areas. By looking for a way to tailor their emails more to the local area, the team hoped to boost the overall engagement for each campaign.

2. Drive incremental bookings in underutilised garages across the Halfords network.

The team need a way to divert existing customers to use a different, less busy one. This would give a dual advantage - the customer would get an appointment sooner and the quieter garage would get more business.

“Developing a relationship between the customer and their local Autocentre is key to the long-term success of our SMR campaigns, and LiveContent enables the team to present geo-location content in new and engaging ways”

Matt Storey, CRM Manager, Halfords



The Road to *Success*

Combining Marigold Engage+ with LiveContent allowed the CRM team to create richly personalised emails. They fused local personality with dynamic, location based offers to make each email feel like they were built for an audience of one.

The solution was built with these components working in harmony:



Personalisation with Local Personality

Halfords wanted their emails to have as much personality as possible, and really have the recipients feel as if they were receiving an email from the local team.

The name and details of the customer's nearby garage were displayed above the fold and trust was built with the reader by conveying, in copy, the skills of the technicians they employ and the quality of the parts they use.



Availability Based Strategy

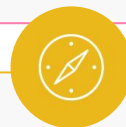
The focus of the campaign was always on driving customers to book at centers which had been identified as underutilised.

This also meant there were more convenient time slots available to book immediately. This was a real win/win for Halfords and for their customers.



Dynamic Benefits & Offers

The team built out emails with the latest offers and available services offered at their local centre combined with a section on the key benefits of choosing Halfords.



Location Based Content

The team used LiveContent's feature called LiveImage to display highly personalised content, based on the location data, within the header of each customer email.



Results

Marigold Engage+ and LiveContent helped spark a new strategy, driving impact on all fronts, empowering Halfords to increase bookings across their under utilised garages

The local approach drove increases across all key metrics throughout the funnel:

50%

Increased
Click Through
Rate

23%

Email
Session
Conversion

57%

Increase in
incremental
bookings

ABOUT MARIGOLD

Marigold is a global martech leader focused on delivering relationship marketing solutions that support the entire customer lifecycle and make it easy for brands to create long-term relationships, build loyalty and grow their business.

Today, Marigold is helping over 40,000 brands and organisations worldwide to find their customers, get to know them, and ultimately turn them into superfans by delivering relevant, ultra personalised customer experiences at scale.

With offices in the United States and across Europe, and a network of global partners, Marigold serves more than 50 countries with local, personalised service.

Find out more at meetmarigold.com



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