

Shopping for quality site visits?

Reach higher value customers with MiQ custom metrics

Discover how we did it

Co-op wanted to boost high quality users navigating their loyalty pages aiming to increase the chances of users signing up for their membership loyalty program.

Here's how MiQ built a quality site visit metric solution to help attract more high quality users, doubling the number of new membership sign-ups and reducing the cost-per-quality-site-visit by 71%.

Our goals were three-fold:

- ▶ Increase awareness of Co-op Membership scheme
- ▶ Drive engagement with Member Pricing creative among Co-op's core audience, highlighting relevant messaging around deals and benefits
- ▶ Help Co-op enhance their KPIs beyond the click to run strong upper and mid-funnel strategies – supporting to drive sign ups to their Membership proposition

GOALS



Here's how we did it:

- MiQ analysed Co-op's website pages to understand the user journey and activities on the website
- Leveraging the website metrics, we used our data science and trading capabilities to build a simple weighted quality- site-visit solution.
 - We calculated the user journey, time spent on the page to identify user journey pattern
 - Based on the user journey we categorised the pages as soft conversion (initial pages where users are landing and browsing) and hard conversion (final conversion points)
 - We then assigned weights to various pages based on the user activity and fed it to Google's own lookalike model to target efficiently and ensure messaging resonated with those most likely to convert

SOLUTIONS



We doubled the number of **new member sign-ups**, drove a reduction in **cost per new member**, a marked uplift in **CTR** and a reduction in **cost per quality site visit** - aligning to the client's initial goals.

CLICK-THROUGH RATE



8% UPLIFT

We drove an 8% uplift in CTR

MEMBERSHIP SIGN-UPS



165% UPLIFT

We saw sign ups increase from **158 to 418** for Co-op's Membership scheme

COST-PER-NEW-MEMBER



57% REDUCTION

We delivered an 57% reduction in cost per new member (CPNM) - decreasing from **£227 to £98**

COST-PER-QUALITY-SITE-VISIT



71% REDUCTION

We delivered a 71% reduction in cost per quality site visit (CPQSV) going from **£69 to £20** between May and August

RESULTS

To find out more, get in touch:
info-uk@miqdigital.com

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With a big focus on increasing awareness and engagement with Co-op's Membership scheme amongst high quality users, it was crucial that we work with the right partner to deliver this. Partnering with MiQ on this campaign really helped us demonstrate how you can use data in an effective way to drive measurable and tangible outcomes. The results speak for themselves.

The campaign delivered significantly on our goals and has proven the power of innovative data strategies and expertise in driving our business objectives forward.

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Carolina Turner-Suarez
Digital Account Director
Carat

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