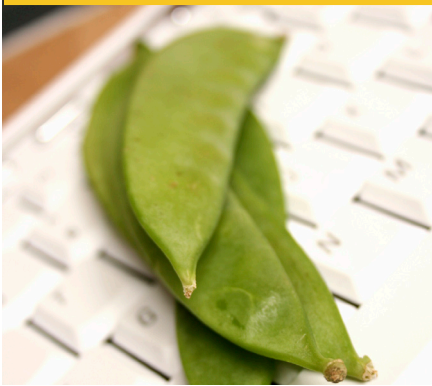




ConAgra Foods transforms impersonal offers into engaging consumer experiences

success story: marketing



Client	ConAgra Foods, a leading branded foods company with revenues of \$12.7 billion
Challenge	Increase engagement with consumers across channels to help validate the value of interactive marketing and drive the bottom line
Solution	FICO® Precision Marketing Manager
Results	Deeper insight into consumer behavior has led to more effective interactive marketing campaigns



“The Precision Marketing Manager platform gives ConAgra Foods an unprecedented level of customization for our interactive marketing initiatives. We can create business logic and rules and apply them to any type of consumer experience. There’s simply no need to compromise.”

—Kevin Doohan
Head of Interactive Marketing & CRM, ConAgra Foods

When a consumer visits the Healthy Choice website and requests a recipe for grilled tuna steaks, the interactive marketing team at ConAgra Foods pays attention.

“Whether the brand is Healthy Choice, Hunt’s or Orville Redenbacher’s, we want to deliver the right message to the right consumer at the right time through the right experience,” says Kevin Doohan, Head of Interactive Marketing & CRM for ConAgra Foods.

Using Precision Marketing Manager platform and its business rules management engine, the team is able to track visitors through the ConAgra Foods universe and determine best next action at any point in time.

The company might send that person an invitation to join the ConAgra Foods Start Making Choices program, a customized email newsletter or a free coupon offer. The action depends on a variety of factors, including the consumer’s demographic and psychographic profile, observed behavior, survey responses and retail and panel data.

» Integrating data to create a 360-degree view of customers

Three years ago, ConAgra Foods, a \$12 billion producer of packaged foods, ventured to increase its interaction with consumers through online marketing via its websites.

The team believed that a multi-brand platform would create value, but they needed to prove the concept. They launched a trial program called Simple and Delicious, and measured the results. As expected, people who enrolled in the online program spent more with the company’s products. The idea of a multi-brand platform was an instant success.

Through focused acquisition efforts, the company increased the number of consumers in its database by more than 400% in three years. But to attain its goal of connecting with consumers, the company had to do more than add names to its database. It needed insight into the motives and preferences of participating consumers.

“We needed a solution that allowed us to collect meaningful data in a standardized format, so we could create a 360-degree view of each consumer,” says Doohan. “We were ready to embrace Precision Marketing.”

ConAgra Foods turned to Precision Marketing Manager, a solution that combines best-in-class database services and analytics with a powerful marketing services platform. “We saw an opportunity to take ConAgra Foods to the next level via world-class personalization,” says Ed Kowalski, ConAgra Foods Client Partner, FICO.

Built on a five-step process framework, the FICO marketing services platform addresses the data, analytics, strategy, automation and optimization

Capturing Member Site Behavior for Precise Marketing Treatment



By collecting online behavioral information at a consumer level, Precision Marketing Manager enables ConAgra to customize user experiences, which deepens customer relationships and builds loyalty.

needs associated with effective interactive marketing programs. It enables ConAgra Foods marketers to identify what consumers value and respond with relevant offers that elicit the most favorable results—often in real time.

Implementation of the new marketing services platform began with coding ConAgra Foods' websites to use the FICO® Precision Marketing Manager APIs. The company then migrated ConAgra Foods' data to an upgraded data warehouse and real-time data environments. New servers were installed and new development and test environments created.

» Connect with customers to increase sales and brand loyalty

Twenty-one months into its Precision Marketing Manager rollout, ConAgra Foods is able to:

- Attract customers by providing registration, surveys and viral marketing capabilities.
- Manage, enhance and categorize consumer data with data hygiene and management capabilities.

- Execute outbound campaign management through offline and online methods.
- Derive insight into consumer behavior using industry-leading reporting technology and FICO analytics.
- Implement a real-time decision making process to react to transactional consumer events and provide personalized responses.

ConAgra Foods' new Precision Marketing Manager platform follows consumers through all of the various company touchpoints, both online and off. And it is able to change the experience dynamically based on a consumer's profile, as well as the context of the interaction.

"FICO is helping us understand what each consumer values, so that we'll be able to model behavior in a predictive way and develop superior consumer relationship programs," says Doohan.

Precision Marketing Manager enhances the ConAgra Foods online marketing effort in several ways:

- Offers have been transformed into flexible marketing actions that take place in real time based on individual consumer data.

For example, survey questions may be presented when a consumer first logs in, then again on the fifth login. But if the consumer does not respond, the company will not ask that same set of questions again.

- ConAgra Foods is able to apply consistent promotion and interaction rules across all interactive experiences.
- It replaces a basic registration process with a configurable login including opt-in management.
- Static user surveys have become dynamic across sites and brands.
- Instead of custom-coded sites and promotions, the company is able to build on a single common web services platform with rules-based configuration.

With the Precision Marketing Manager in place, ConAgra Foods has developed a long-term plan for its strategies and tactics. Different types of analytical models within the Precision Marketing Manager platform will enable unprecedented segmentation of the consumer base.

Examples include: grouping consumers according to age, time spent on the site, number of coupons used per month or number of emails opened per month.

The interactive marketing team at ConAgra Foods believes that personalized experiences will help the company retain high-value consumers, build stronger relationships with consumers and lower its marketing spend, while increasing the return on its investment.

"The Precision Marketing Manager platform gives ConAgra Foods an unprecedented level of customization for our interactive marketing initiatives," Doohan says. "We can create business logic and rules and apply them to any type of consumer experience. There's simply no need to compromise."



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