

# 24option.com

Leading trading platform increases customer deposits through combination of deep customer analytics and automation.

## THE CHALLENGES

- Increase customer engagement
- Increase customer deposits
- Reduce customer churn
- An easy, automated solution

## THE BENEFITS

The unique combination of predictive micro-segmentation, comprehensive marketing plan management and strong email automation capabilities has led to realisation of true behavioral marketing across hundreds of highly targeted customer campaigns. Results include:

- **15-25%** increase in campaign response rates (compared to control groups)
- **30%** increase in number of live customers
- **5%** increase in future value of active customers

## THE COMPANY

24option is the world's leading trading platform providing traders the latest technology and most profitable options in the industry. The traders' success is the top priority and the company's constantly expanding asset index is proof of that commitment. The company's goal is to make binary options profitable for every single one of their traders.

Optimove has developed an innovative algorithmic approach to deep customer analytics which reliably predicts which marketing actions will be the most effective for each individual customer. Optimove is a Web-based software application for managing and optimising super-effective one-to-one marketing campaigns. As proven by customers in a variety of industries, the company's quest for a tangible, metrics-based action optimisation system has been realized.

## THE CHALLENGE

As their goal is to enable their trading platform to make the trading process as simple and profitable as possible, 24option also was looking for the right combination of technology to enable increased customer deposit amounts. Their challenge was to find a solution with strong automation capabilities driven by deep customer analytics.

## THE SOLUTION

24option adopted an integrated solution of Silverpop Engage and Optimove to solve its business challenge of higher engagement and increased customer deposit amounts. Today, 24option uses Optimove to plan its customer marketing campaigns based on advanced customer segmentation. Using Optimove's customer modeling system to plan its customer marketing campaigns, 24option now has the ability to discover interesting groups of customers to target – groups that the company's marketers wouldn't have been able to identify and target otherwise. Then, the marketing team at 24option develops the particular offer or incentive they want to send each group.



Every night, the Optimove software generates the specific lists of customer IDs to receive each pre-planned marketing campaign – along with the Silverpop email template ID and scheduled send time. Optimove pushes the lists to Silverpop via API and Silverpop Engage sends out each personalised campaign at the specified time. After campaign completion, Optimove reports on the financial success metrics of each campaign (compared to a pre-selected control group) or the winner of an A/B campaign test, and incorporates email delivery, open and click metrics acquired via Silverpop's API.

## THE BENEFITS

The Optimove-Silverpop campaigns generated very high open rates (47%-70%) and high click rates (22%-45%). The 24option marketing team repeatedly observes that the test group's response rates are higher than the control group's response rates (15%-25% increase in response rates), resulting in statistically significant monetary increases per campaign.

Optimove's micro-segmentation technology allows 24option to identify different customer personas which are used to define precise target groups of customers. Optimove's campaign analysis provides the marketing team with the customer intelligence they need to optimise their marketing campaigns for best results. Since using the combined solution of Optimove and Silverpop Engage, 24option increased the number of live customers by 30% and the future value of active customers by 5%.

The combination of Optimove's advanced customer modeling technology with Silverpop's marketing automation platform enables 24option to plan, execute, measure and optimise their entire customer marketing operation. It yields a systematic and highly successful approach to customer marketing. 24option is now efficiently executing dozens of highly-targeted customer campaigns every week. In other words, 24option is fully implementing behavioural marketing with every customer receiving the most relevant offer at the right time.



To learn more about Optimove  
and how it can benefit your business, visit  
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