



isitelab

Fully GDPR compliant clickstream and multi touch attribution technology

IGNITION

Ai

Case Study

11 awards, including the DMA Grand Prix - 2017

CASE
STUDY



ARMY
BE THE BEST

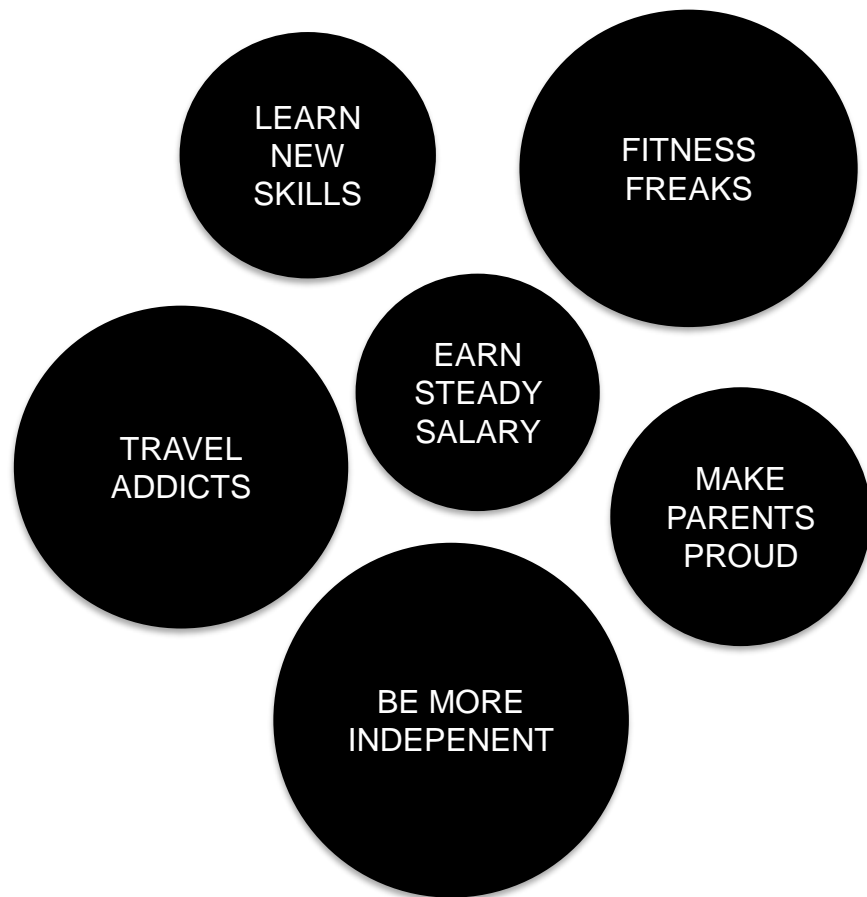
The Army: 2016 Recruitment

The Army needed to substantially boost recruitment numbers in 2016, so we focused our efforts on how clever data could achieve this, as part of a broader integrated brand campaign.

By matching previous applicant data to [Livewire](#), we were able to garner far more detailed information on them, from geo-dem through to interests, financials and modelled data in the run up to them applying for the Army. Most importantly, we were also able to see what they were saying on social at an individual level, so we could build up a series of key behavioural triggers.

We then created models using this data to identify a far wider audience pool from [Livewire](#) to target.

The behavioural signals created from this were then central to the creative brief.



The Army: 2016 Recruitment

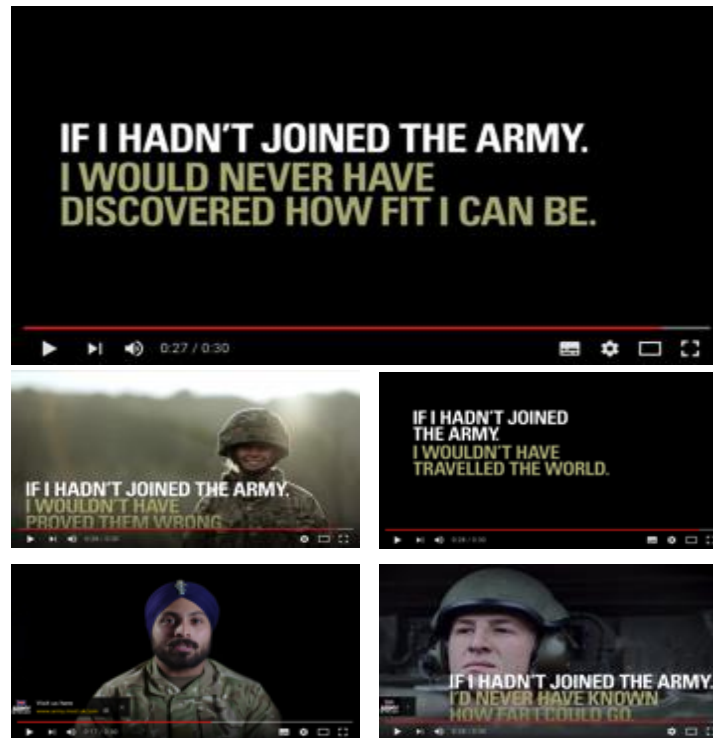
Using a suite of 10 key motivations based on the initial social data insights, we then created a series of online content films.

These were used to target the new audience base we identified, at an one-to-one basis.

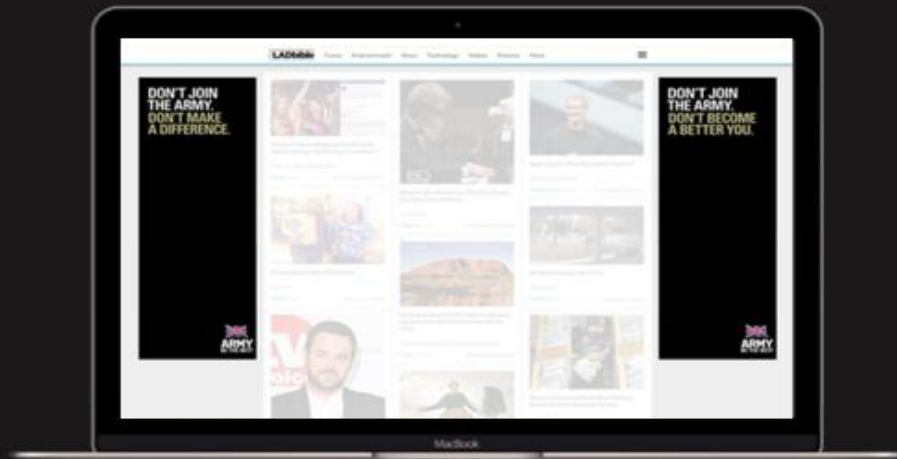
For example, we identified that a larger number of applicants over-indexed in cycling as a interest, took out pay-day loans, talked about looking for a new career on social before successfully applying to the Army, many of whom kicked off the process just after their birthday.

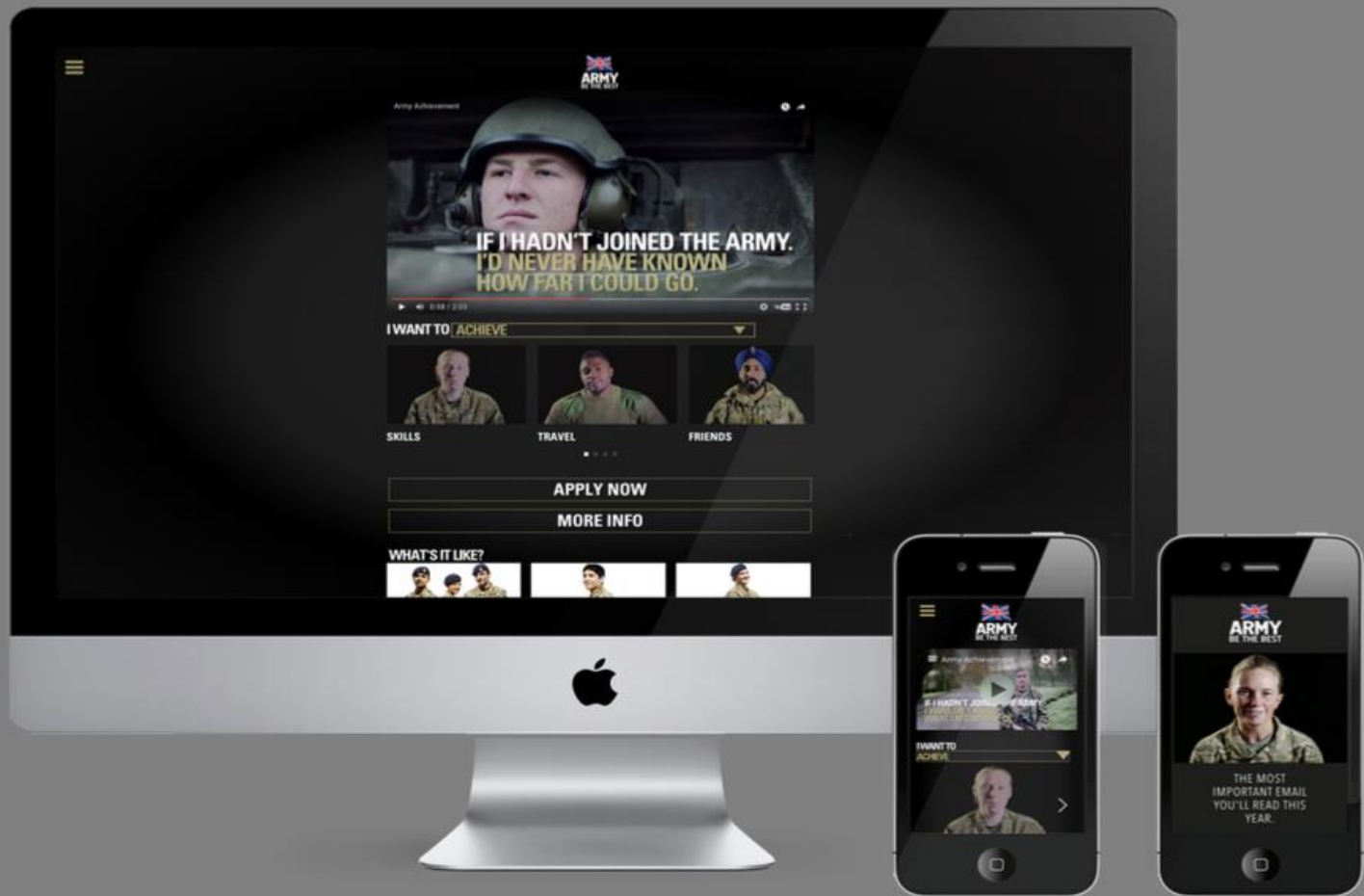
This allowed us to be far more targeted with our comms than ever before, and retarget in display advertising with corresponding messaging pushing to the online content hub and application form.

We developed an online ecosystem for potential recruits at different stages of the customer journey, from 'on the fence' through to 'committed applicant', and served them bespoke content based on their previous online history.



Dynamic retargeting display campaign





Mobile-first online campaign hub and video content

Online ecosystem

NATURAL LANGUAGE JOURNEY



DIGITAL DISPLAY
USER INTERACTS WITH THE IN-BANNER NATURAL LANGUAGE. THE NATURAL LANGUAGE QUESTIONS ARE DERIVED FROM THE REASONS TO JOIN - TRAVEL, SKILLS, INDEPENDENCE, CHALLENGE ETC. EG: I DON'T FEEL LIKE I AM _____

THE ANSWERS EITHER PROMPT A **JOIN NOW** BUTTON OR DRIVE TO THE CONTENT HUB WHERE RELATED CONTENT IS SERVED.

SOCIAL JOURNEY



LINKS & CONTENT
USERS ARE PROMPTED WITH QUESTIONS SIMILAR TO THE NATURAL LANGUAGE QUESTIONS BUT WITH NO OPTION TO INPUT AN ANSWER. THE QUESTIONS ARE PURPOSEFULLY PROVOCATIVE AND PROMPT THE USER THROUGH TO THE CONTENT HUB.

F: I DON'T FEEL LIKE I AM DOING GOOD. FIND OUT MORE

T: I DON'T FEEL LIKE I AM DOING GOOD. FIND OUT MORE

I: SNIPPET OF CONTENT THAT IS AVAILABLE ON THE HUB

GOOGLE JOURNEY



PAID SEARCH
CLICK THROUGH TO LANDING PAGE

MOBILE RESPONSIVE CAMPAIGN HUB

APPLICATION FORM

DATA

DON'T JOIN THE ARMY



ROLE FINDER



VOD JOURNEY



CONTENT
VIDEO CONTENT IS PLAYED, WITH INTEGRATED INTERACTIVE BUTTONS:

JOIN NOW

DON'T JOIN

ARMY.MOD.UK JOURNEY



ORGANIC SEARCH
CLICK THROUGH TO CONTENT HUB

CONTENT HUB
CONTINUATION OF NATURAL LANGUAGE THAT SERVES CUSTOM CONTENT

DATA CAPTURE

DATA IS CAPTURED THROUGH NATURAL LANGUAGE, WITH THE USER INPUTTING THEIR DETAILS. THIS IS DONE THROUGH INTEGRATING THE DATA CAPTURE INTO THE USER EXPERIENCE.

DATA CAPTURE OPTIONS:

- EMAIL
- MOBILE
- FB CONNECT

EG.

I WANT TO _____, SO PLEASE TELL ME MORE.
MY NAME IS _____ AND YOU CAN CONTACT ME AT _____

ADDITIONAL CONSIDERATIONS

THERE IS AN OPPORTUNITY TO ADD FURTHER PAGES FROM THE CURRENT SITE INTO THE CAMPAIGN HUB EXPERIENCE:

- JOINING THE ARMY
- TRAINING & EDUCATION
- WELFARE & SUPPORT

THESE PAGES ARE NOT RESPONSIVE AND SO WOULD REQUIRE SCOPING AND BUILDING BY CDS.

RESULTS

**SITE VISITATION
INCREASE OF
18% (YOY)**

**COST PER
APPLICATION
DOWN 37% YOY**

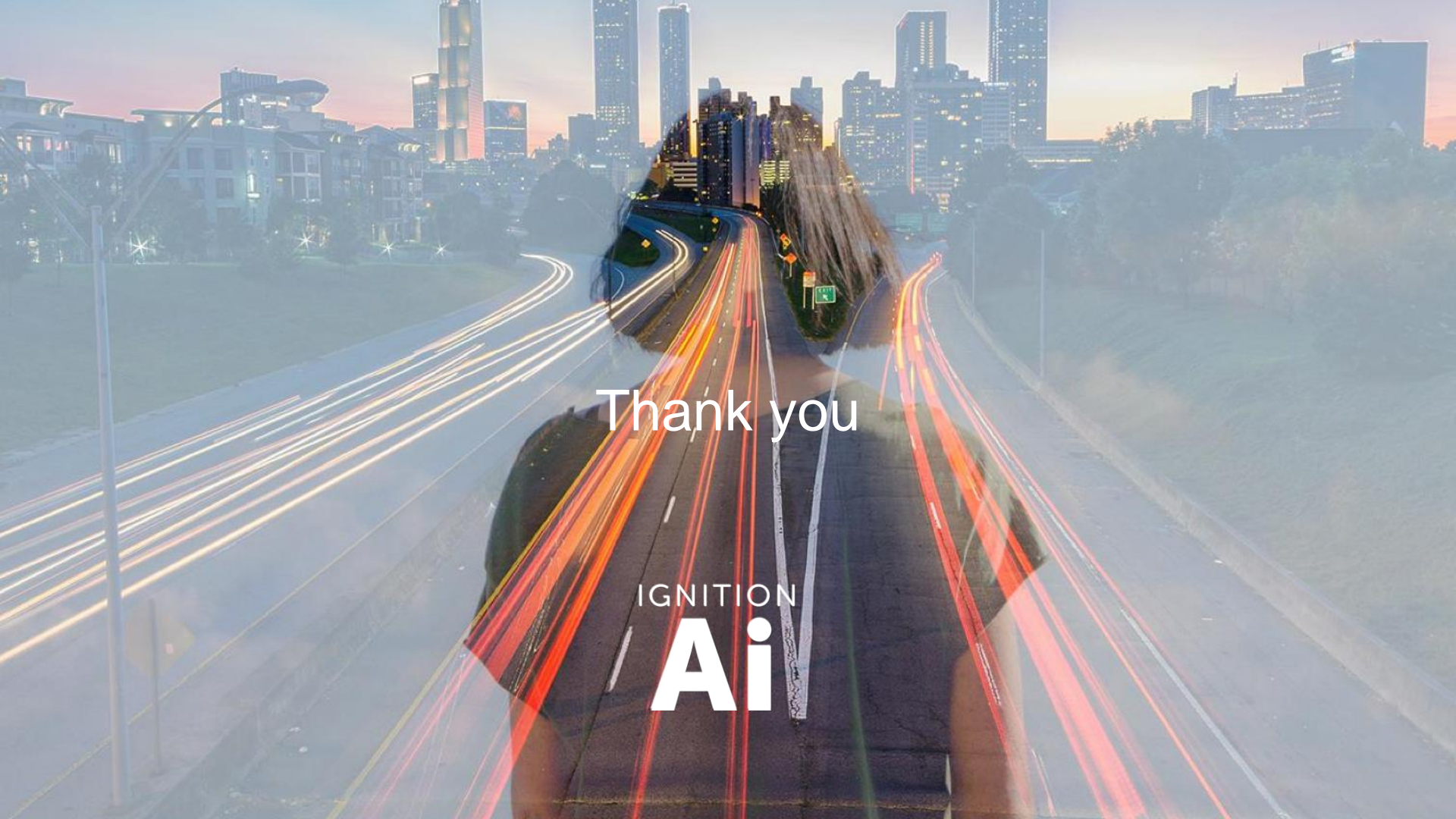
**ENGAGEMENT
RATES UP 165%
YEAR ON YEAR**

**37% INCREASE
IN DISPLAY
PERFORMANCE**

**30% SAVING IN
MONTHLY
MEDIA SPEND**

**58% UPLIFT IN
REGULARS
APPLICATIONS**

**80% UPLIFT IN
APPLICATIONS
FOR RESERVE
SOLDIERS**



Thank you

IGNITION
Ai