THE SCIENCE MUSEUM GROUP

**THE SCIENCE MUSEUM GROUP IMPROVES
ENGAGEMENT LEVELS BY OVER 100%**

CHALLENGE

- Lack of information about individual customer preferences
- High level of unsubscribes
- Low levels of merchandise sales

SOLUTION

- Landing page and preference centre created to acquire important demographic information at point of contact capture
- Welcome programs launched to drive traffic to the website
- Database segmented according to preference for effective targeting

RESULTS

- 10,000 leads collected from three campaigns over a three month period
- Open rates from welcome emails averaged 32%
- Click rates averaged 6%
- Newsletters sent to newly acquired leads outperformed the organic data on both open (24% more) and click rates (30% more)

TERADATA

Newsletters sent using the newly acquired leads are currently outperforming the organic data on open rates by 24%, and by 30% on click rates

The Science Museum Group is devoted to the history and contemporary practice of science, medicine, technology, industry and media. With five million visitors each year and an unrivalled collection, it is the most significant group of museums of science and innovation worldwide.

The Group consists of: Science Museum, Museum of Science and Industry, National Railway Museum (York), National Media Museum and National Railway Museum (Shildon).

The Science Museum Group wanted to better engage with its audience to promote relevant events, gallery openings, special offers and other timely messages, to increase footfall and increase merchandise sales, reducing reliance on the generalist approach they had previously used.

The Group had previously depended on data that contained little information about the profile or individual interests of their subscriber, causing a disconnection between the recipient and the brand. Communications which were being sent out were forcing unsubscribes due to the messages not always being relevant to the recipient; for example information about adult events could be sent to families.

Teradata Interactive aimed to solve this issue through two approaches: Re-engage with existing sign-ups and enhance subscriber profiles using a preference centre within Digital Messaging Center, Teradata's email broadcast platform, plus boost the existing database with new subscribers, acquiring important demographic and interest information at the point of capture.

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Re-engaging with existing subscribers to capture specific information

Existing subscribers were emailed regularly as part of an ongoing CRM strategy, which encompassed multiple messages from the various Science Museum Group brands. Mechanisms used included automatically triggered email welcome programs, re-engagement emails driving traffic to a preference centre and regular email newsletters to maintain constant relevant contact with customers.

These regular email programs were generally sent either weekly or monthly, depending on which brand from the Science Museum Group initiated the communication.

Boosting the existing database with new active opt-ins from specific segments

The Group had a clear idea about who they wanted to attract to the different museum programs, and so these audience profiles were used as the foundation for creating target segments for the lead generation campaign. Post sign-up engagement was closely monitored to ensure Teradata Interactive was reaching the right audience.

Engaging with the audience every step of the way

After identifying the key segments in the Teradata Interactive email database, the team sent through multiple messages to the agreed target audience for each campaign, inspiring openers to click through to a dedicated landing page and subscribe to the Science Museum newsletter program. Only a valid sign-up was paid for.

To instantly cement the relationship with the new subscriber, Teradata deployed a welcome message program thanking them for signing up and inviting them to visit the museum website. The data was then immediately fed into the Digital Messaging Center recipient database to become part of the new CRM program. This new sourced data was then used in a stage two program on the operations side as part of the welcome program, to increase interest.

Through the use of the Digital Messaging Center, Teradata delivered key marketing messages to what is now a highly targeted and engaged list; driving subscribers back through to the museum website for event pre-registration or further information.

Increased engagement through segmented lead generation and targeted emails

Through a combination of lead generation and improved data, The Science Museum Group was able to effectively target their active audience with the right message.

Over a three month period, 10,000 leads were collected from three campaigns. Open rates from the welcome email averaged at 32%, and click rates averaged at 6%, indicating the audience was highly engaged with the more targeted messages they were receiving.

Teradata Interactive was able to create a seamless relationship between the lead generation and CRM campaigns for The Science Museum Group, and also identified key audiences for them to target with their promotional messages. Furthermore the Interactive team sourced like for like profiles to widen the reach dramatically, providing on-going optimisation.

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Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organisations collect, integrate, and analyse all of their data so they can know more about their customers and business and do more of what's really important. Visit **teradata.com** for details.

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