

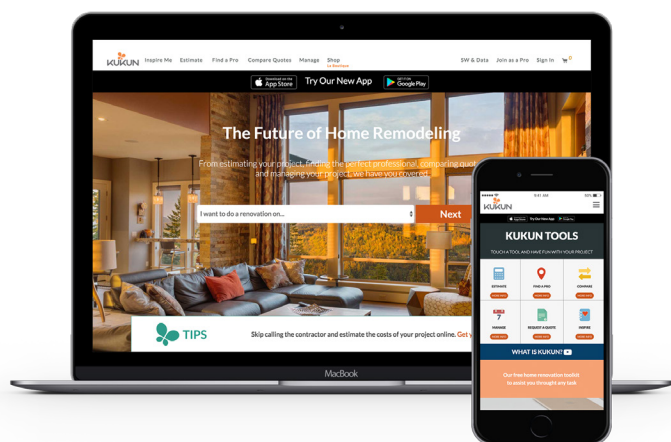
Kukun Case Study

How predictive marketing & personalization
strategy resulted in 5.67% conversion lift

KUKUN'S OBJECTIVES

- Increase the install base of homeowners who are upgrading their homes via web and mobile applications
- Help acquire this base by successfully estimating their first renovation
- Help this base with finding a renovation professional

Kukun simplifies and guides homeowners in their remodeling journey with online tools: from seeking inspiration and knowledge around remodelling projects, to estimating the cost, finding the pros that have worked in their neighborhood, comparing quotes from them, and managing their project and shopping needs.



Kukun's notification campaign deployed on desktop and mobile web

RESULTS

1.83%

Higher conversion rate for the Kukun acquisition campaign with Intempt involvement.

5.67%

Higher Lift - Intempt driven Estimate Completions vs Control.

KUKUN'S CHALLENGES

Kukun was looking to optimize and engage their customer acquisition platform in order to accelerate their customer growth strategy. To optimize conversions, the home remodeling company was aiming to engage 3 types of visitors:

- visitors who didn't start a remodelling estimate
- visitors who started an estimate and didn't finish it
- visitors who finished an estimate but didn't expand their relationships with Kukun by finding renovation professionals

Kukun was looking to streamline the visitor experience across a variety of online tools.

At Kukun, the Intempt platform allows the marketing team to personalize our interactions with our visitors on an individual level. Some Visitors are completing home remodeling estimates; others are finding professionals to begin work on projects - Intempt allows us to anticipate the needs of each visitor and notify them with timely/relevant info. The platform is sophisticated yet easy to use, and data-driven notifications help us continuously grow KPI's that matter.

Raf Howery,
Founder & CEO, Kukun

OUR STRATEGY

Intempt was aiming to discover key drop-off points and address them with real-time personalized notifications that would guide a visitor through the funnel in a helpful engaging manner.

Intempt's marketing experts met with the Kukun team and formulated a hypothesis that Kukun's funnel had two major drop-off points.

First, Kukun's content strategy, encapsulated in its blog, was at the same time helping and hurting a complex funnel by distracting visitors from their final goal – completing the estimate.

Second, we suspected that the key form for capturing leads during estimation was hurting conversions due to its complexity

BACKGROUND

We had to understand visitor journeys on an individual level and then back our hypotheses with data.

The Intempt development and marketing experts installed its patented tracker on four Kukun domains to have a complete picture of how a visitor moved across these domains. Cross-domain tracking allowed insight into each visitor's unique fingerprint to understand how visitors are moving through the sales funnel.

To discover the precise points at which drop-offs were occurring, Intempt's marketing experts partnered again with the Kukun team, and together created narrowly defined segments for each step of the funnel (including the suspected lead capture form).

This segmentation revealed a total of 70% drop off across the entire website, and confirmed our idea that a complicated lead capture form was a major source of drop-off. We were able to see data immediately and with minimal effort due to the autotracking nature of the Intempt platform.

Based on machine learned data, we created:

- *1 predictive campaign that drives estimates for visitors who are predicted to begin, an estimate but haven't yet done so*
- *3 notification campaigns that drive completion for estimates that are in-process or stuck*
- *1 engagement campaign that drives other Kukun tools once the estimate is complete*

RESULTS | ROI

Because the Intempt platform has visitor journey analytics at its core, Kukun successfully implemented five campaigns with real-time personalized notifications that were targeted at the discovered drop-offs. We tested multiple notification variants for each new campaign and saw a 2% click-through rate for notifications.

Campaigns resulted in a 5.67% increase in conversion lift for finished estimates. Such optimization allowed Kukun to scale their database of homeowners who were looking to remodel their homes.

The next step in Kukun and Intempt's partnership is a notification campaign growing the installs of Kukun's mobile application. Because of Intempt platform analytics, predictive segmentation showed nearly 50% of overall visitors will be eligible for such a campaign.

