App Marketing Minds delivers profitable onboarding, re-engagement, and churn reduction campaigns for an HR SaaS leader.

.01

Delivering smart and targeted automation campaigns for backgroundchecks.com

As the name suggests, backgroundchecks.com facilitates HR managers and small business owners alike with convenient and reliable background check solutions. Despite being in the market for 20+ years with 100,000+ customers, backgroundchecks.com didn't have a reliable and predictive mechanism in place to remind, nudge, and sell to new or inactive users. App Marketing Minds was tasked with building a re-engagement, upsell and activation strategy, just as content for long-term customer nurturing.

Results

45%	**75%**	**200%**
increase in sales assisted requests	increase in email engagement	increase in overall engagement

A leaking onboarding funnel leads to significant financial losses

Backgroundchecks.com did not have a well-functioning, targeted, and automated onboarding process for new users. This 'leak' in their onboarding funnel contributed to several negative implications, each directly contributing to decreased revenue.

The first step of the project rested in identifying key metrics and their impact. A summary of key findings can be seen below:

1 Low conversion rates: registered users to paying users

2 A lack of initial education on all available products and product bundles

3 Small business accounts that were not introduced to more bundles resulted in significalty lower AOV (Average Order Value)

4 Small business accounts had a very high churn rate

5 Failure to re-engage accounts of all sizes systematically decreased the customer lifetime value (CLTV)

Building a winning strategy

App Marketing Minds created a holistic strategy with numerous smaller and interlinking subsets that focused on the following objectives:

> Increasing engagement of small accounts
> Increasing conversions from free to paid users
> Reducing churn for all account types
> Increasing the AOV for all accont types

To achieve these objectives, the onboarding and re-engagement process would need a significant overhaul. App Marketing Minds split the campaign preparation stage into three steps:

1. Audit and analysis
2. Creating user segments
3. Messaging & positioning

The amount of available data was a distinctive aspect of this project. While App Marketing Minds carried out complex projects in the past, this was unparalled in terms of the complexity stemming from all possible combinations of customer segments and available bundles. Needless to say, after more than 80 similar projects, App Marketing Minds was able to deliver an elaborate action plan that was to be implemented using behavioural marketing automation.

1. Audit and analysis

To begin with, App Marketing Minds conducted an extensive audit of the current onboarding processes, the product bundles, and the customer segments to understand customer journeys, drop-off points and past buying patterns.

2. Creating user segments

User segments were created based on static and dynamic criteria such as traffic source, organizational size, drop-off stage, and revenue earned in different time horizons (for example in the first month, 3 months, 6 months).

3. Messaging & positioning

Each segment was to be targeted with specific messaging that would directly resonate to their current situation. App Marketing Minds took into account the buyer journey, account type, overall spend, engagement, and time elapsed since the last purchase.
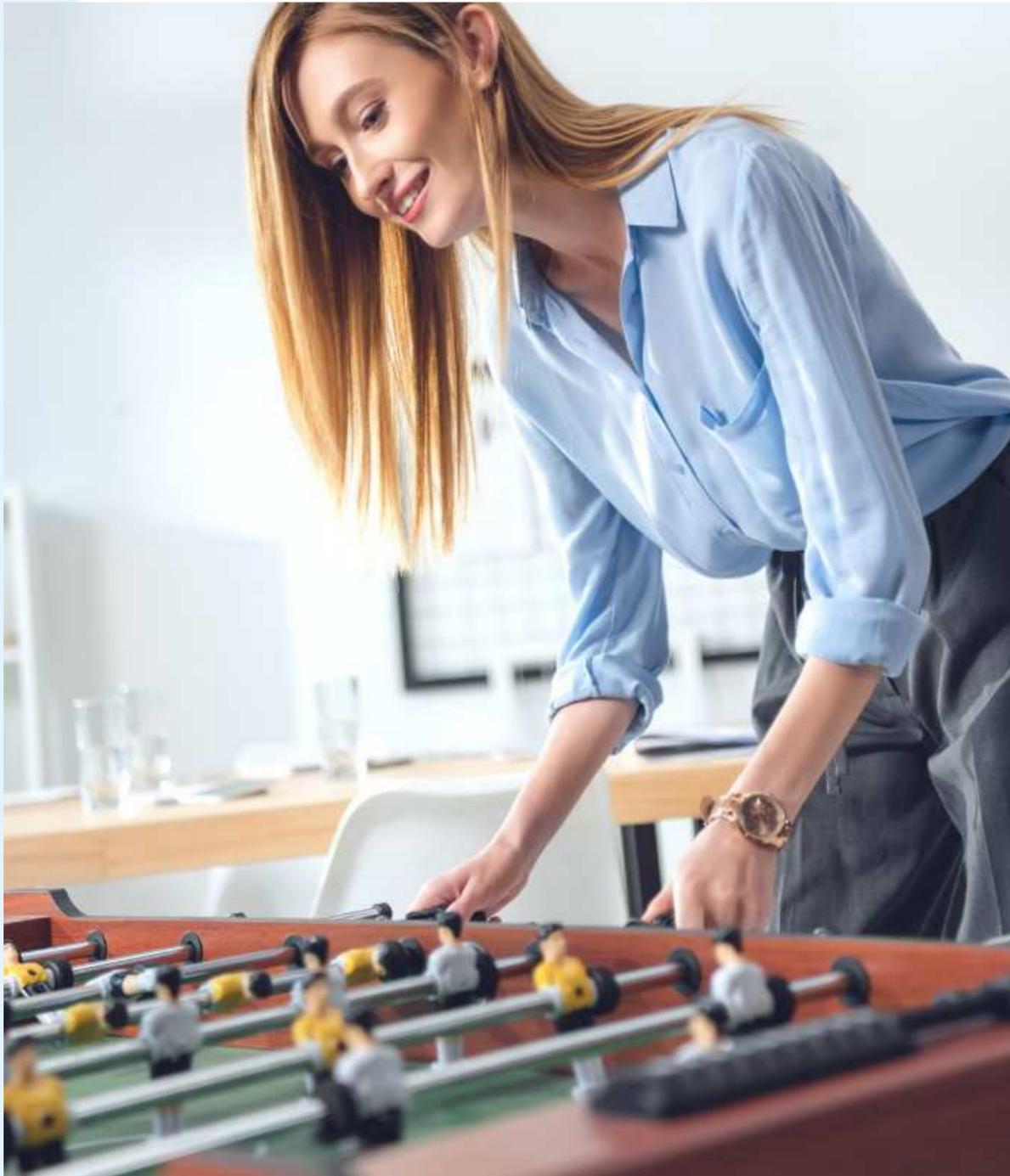
Strategy execution: personalized and relevant marketing messages across the board

Once the planning and content was created, and all the individual steps were finalized, the next stage involved building of the strategy. App Marketing Minds agreed with backgroundchecks.com to utilize Intercom.com as the main platform for delivering all emails and in-app messages.

In addition to Intercom's sophisticated messaging and targeting features that perfectly matched the project requirements, Intercom could also seamlessly communicate with the proprietary technology used by backgroundchecks.com.

.04

Results: long-term revenue and infrastructure improvements

The campaign's messaging saw multiple iterations across a period of 10-12 months. These consistent and methodical improvements led to concrete and measurable improvements. The project resulted in 18 distinct campaigns with over 40 emails or in-app messages addressing a varied range of users with the purpose of educating, reminding, and selling.

Backgroundchecks.com experienced the following improvements:

> **AOV and CLTV increase**

> **Predictable revenue** through introduction of recurring payments and periodic background check products

> **45% increase is "Sales Assisted Requests"**

> **200% increase in overall engagement**

> More than 75% of all communication achieved **above industry average engagement metrics**

Besides these concrete and easy-to-measure outcomes, App Marketing Minds also achieved four other improvements that positively impacted the core of their client's business systems.
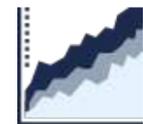
Improvement 1:
Introduction of an easy to track and measure onboarding, re-engagement and upsell strategy

Improvement 2:
Improved users' product knowledge through automatic nurturing and educational campaigns

Improvement 3:
Introduction of recurring background check bundles for predictable revenue

Improvement 4:
Implementation of an effective net promoter score (NPS) collection system

.06

Find out more about App Marketing Minds

If you are a SaaS or mobile app organization interested in similar results to the outcomes outlined in this presentation, we'd love to hear from you!

Use the information below to schedule a free, no-commitment consultation.

🌐 appmarketingminds.com

✉️ contact@appmarketingminds.com

Thank you for your attention!