Angie's List contacted high-propensity customers to improve marketing response

Background

Angi (formerly Angie's List) is an American home services website owned by Angi Inc., a publicly-traded subsidiary of IAC. Founded in 1995 by Angie Hicks and William S. Oesterle, it allows users to search for contractors to provide paid home improvement work. As a software platform much of the value of their offering is in providing reviews from previous customers to those considering using a particular service. Angi's List actively sought after as many reviews as they could get and this translated to their bottom line.

Challenge

Angie's List was tasked with focusing its marketing money on the most valuable customers and ones that could help write reviews. Angie's List needed a way to get more reviews because only a small percent of their users ever contributed a review. Their solution was to call 20,000 customers a month who had previously used their service and ask them to write a review. This was necessary but costly and the return on their calls only added about 5 percent more than not calling. They needed to find a way to increase the response rate to their phone calls.

With Analyze360™ Angie's List identified 20,000 high-potential reviewers.

Results

Using Analyze360™ (formerly Clientel) they analyzed the people who had written a review in the past and generated a segmentation report as well as a unique model in our platform. Using that model they identified 20,000 high-potential reviewers and called those each month instead of the random list they were using. This resulted in going from a 5 percent response rate to of 30 percent. This increase of effectiveness was attributed entirely to Analyze360™ and the model it provided them.

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