



COMMUNITY BUILDING CONTENT THAT CONNECTS

“An email newsletter is not a distribution strategy, it’s a relationship-builder.”

## AVIVA IRELAND CUSTOMER ENGAGEMENT EZINE

Serving over 18 million customers globally and one million customers nationwide, [Aviva](#) combines strong life and general insurance along with asset management businesses under one powerful brand.

## THE CHALLENGES

When it comes to customer engagement, Aviva understands the importance of maintaining meaningful and engaging relationships with its customers, so they stay longer and buy more. In a highly saturated insurance industry, the brand needs to ensure it continuously reaches its customers with the right content so it stands out from the crowd, and provides the best answer for its community.

### Consumer research driven content

In 2016, Aviva took a step back and used vast consumer research to inform their content marketing strategy, thereby ensuring their audience were receiving the right content, when they needed it, and where they wanted it. They used a consumer segmentation model to understand their customers’ life-stages, needs, aspirations and challenges thus leveraging insights to create three target persona groups.



## The main objectives of Aviva's customer engagement communications are:

- Increase retention rate
- Drive Traffic to Aviva.ie
- Support Relational Net Promoter Score (RNPS)
- Increase likelihood to become a multi-product holding (MPH) customer
- Social engagement
- Leverage their sponsorship of Aviva Stadium
- Direct sales

## THE SOLUTION

Rather than communicate once a year with their customers, at renewal time, Aviva decided to talk to their customers consistently throughout the year to build a relationship and grow its community. And so, Aviva began a content-driven approach in the form of customer e-zines to distribute timely, relevant, and useful content to each persona group. Since 2018, Zahra has been retained to create and implement a content strategy to roadmap these e-zines.

### Data-driven persona based approach to content is key

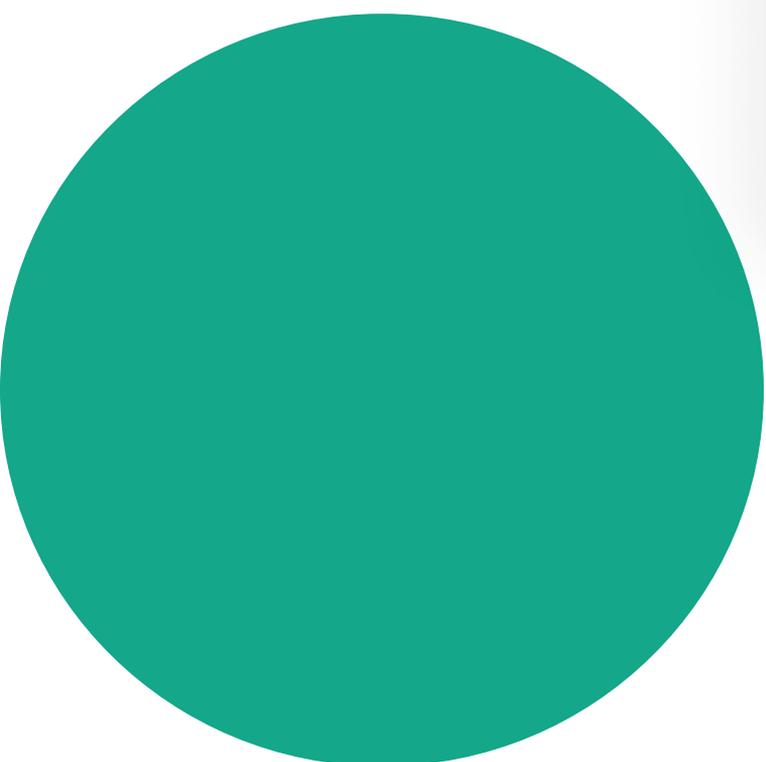
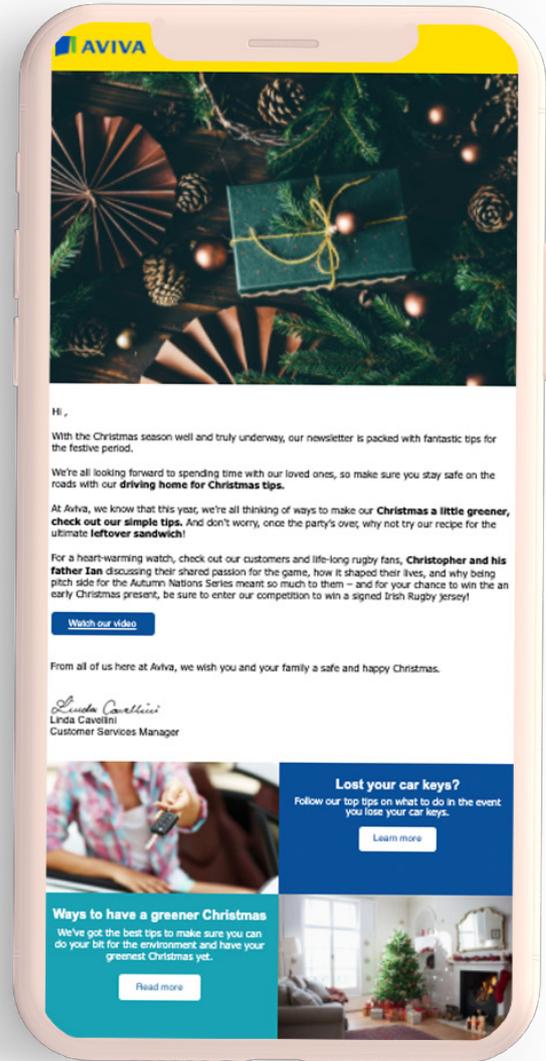
Each piece of content created by Zahra links to one of Aviva's core product offerings in the form of Home, Car, Travel or Savings and Investments. Using the data-driven persona-based approach increases relevance and meaning of customer-focused content, helping customers to feel valued and leading to deeper engagement.



### Solution-driven content

While the content varies from e-zine to e-zine, its format spans across articles, videos, infographics, quizzes, polls and competitions, each optimised by Aviva for delivery across different channels. In keeping with the golden rule of content marketing, the content which lives in the e-zine is designed to be the best answer for Aviva’s community – so regardless of form and product link, everything is deliberately aimed at addressing customers needs, pain and passion points.

And, while the e-zine content was originally created for customer retention, it has the added benefit of being something that can be repurposed for social media, and therefore also being suitable for acquisition.



**THE IMPACT**

Content has played a key role in helping to attract the attention of Aviva Ireland's customers. The performance of the e-zine in 2021 speaks volumes from a customer engagement perspective.

Here are some Aviva e-zine stand-out statistics:

- 49% average open rate (industry average 21.56%)
- 8% click through rate (industry average 2.11%)
- 5.4 million social reach
- 500k social engagements

**The impact of the e-zine on Relational Net Promoter Score (RNPS)**

Aviva overachieved on their 2021 RNPS target and further increased its gap to competitors to +7.3. And the customer newsletter was one of the top three drivers of overall RNPS performance and one which has been recommended as an overall outtake for Aviva Group as a whole – across all markets.



**“Working collaboratively with our content agency, Zahra, the overall engagement strategy has become fundamental in Aviva’s dedication to its customers. Over the last number of years, it has outperformed expected targets time and time again and continues to have the full support of the organisation.”**

Nicola Sheils, Senior Marketing Manager, Aviva Ireland.

**CONCLUSION****First-party data will reign supreme for marketers in 2022**

- New research by behavioural marketing platform SmarterHQ shows 86% of consumers are worried about their data privacy, with Baby Boomers and Gen X being the least trusting. However, 90% of consumers are willing to share behavioural data for a cheaper and easier shopping experience.
- The digital landscape is undergoing a massive shift - personalisation and customisation are becoming increasingly important to consumers, but at the same time, they are becoming increasingly wary of how their data is stored and used and have more power to opt-out of sharing their data online.
- With cookies mainly being phased out by 2022, the ability to personalise advertising and user experiences will become much more challenging. First-party data will help bridge that gap, as consumers have willingly opted to share their data and thus will be more receptive to receiving communication from brands and listening to what they have to say. If you hold their data, you will also have the ability to enrich this data (with their permission) so that you can provide them with highly personalised experiences that add value and boost conversion rates.

To find out more information on how your brand can leverage first party data to create content that connects, contact

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