Client Case Study

Archie.AI helped OLE optimize their marketing campaigns and increase conversions by 120%.

Online Learning Enterprises
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Archie.AI

Machine Learning to Drive Conversions

Company: Founded in 2009, Online Learning Enterprises (OLE) Inc., is an online training platform for organizations. OLE provides ready-to-go courses and custom courses to help organizations train their employees.

OLE serves 18,000 companies with their employee training needs.

Industry: Education and eCommerce

Company Size: 18 staff

Website: http://olelearning.com/

Technology Profile: OLE operates on separate web domains for their homepage, store, and training platform. OLE built their eCommerce store on the Spree open-source platform and runs commerce transactions on Chargify. They use Google Analytics for collecting customer data.

Business Situation: OLE powers the checkout process for a network of +40 distribution partners. Partners send customers to OLE's online store, where customers purchase individual courses for $5 - $199/course and Memberships starting at $250/month.

Challenge: Customers mostly purchase individual courses. Memberships account for only 10% of online revenue. OLE's management team wanted to implement a series of marketing campaigns to boost conversion rates for membership licenses.

Solution: OLE embedded Archie.AI's JavaScript snippet on their online store. Once embedded, Archie.AI identified customers with a proclivity to purchase memberships and targeted these customers to drive membership sales.

Business Situation

OLE sells Safety &Training courses, and memberships to an Online Learning Platform.

OLE produces and sells 44 courses for Health and Safety training, such as WHMIS and Fire Safety courses, for organizations requiring training for their employees. Customers have the option to purchase individual courses via OLE's online store for $5-$199/course or purchase memberships starting at +$250/month. With the membership, customers can access all courses and build custom courses. OLE has built a network of +40 distribution partners. These partners send traffic to OLE via an affiliate link, and OLE powers the checkout process and services the courses for their distribution partners.

Challenge

Revenue from membership sales account for only 20% of online revenue.

Even though OLE's sales team successfully sold memberships, OLE's website sold far fewer memberships compared to individual courses. OLE knew memberships would provide more value for their customers, and needed to develop a campaign to increase membership sales on their website.
In order for the campaign to succeed, OLE had to target traffic from specific distribution partners and personalize the user experience based on the customer's purchasing behaviour.

"Archie has been instrumental for OLE in setting up our online sales funnels and analyzing our marketing campaigns down to the dollar value!"

Todd Bond
Chief Operating Officer at
Online Learning Enterprises

Todd Bond is Chief Operating Officer at Online Learning Enterprises and Occupational Safety Group. He crafted the founding strategy for OLE, and grew OLE into a market leader in Health and Safety training. He previously managed operations at TD Canada Trust.

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Solution

Run a series of targeted promotions to test marketing campaigns.

In order to attract more membership sales, OLE's management team decided to remove the minimum membership price of $250/month and expand their offerings with single user memberships. OLE used Archie to target customers based on purchasing behaviour, number of items in cart, and the partner referring the customer. They ran promotional experiments within customer segments to determine optimal messaging and design for increasing the conversion rate of OLE's Memberships.

"Archie helps us identify opportunities for increasing our online sales and designing conversion campaigns based on our goals and needs."

Shoaib Anwar
Marketing Coordinator,
Online Learning Enterprises

Results:

600% sales/fees ROI with Archie.AI

Equipped with Archie's conversion intelligence dashboard, OLE's marketing team monitored the size, conversion rates, and revenue generated from each campaign. This information enabled OLE to identify the strengths and weaknesses of the campaigns. Based on their learnings, OLE designed and implemented a sustainable marketing strategy for boosting sales of Memberships on their online store.

Critical Insights

Measure performance of marketing campaigns based on the revenue it generates.

When launching a new product or updating the price of an existing product, it pays to test the strategy within varied customer segments. The performance of each campaign should be tracked all the way to the dollar conversion level. Some campaigns may have low engagement rates, but end up generating the most revenue because of the size and volume of purchases.