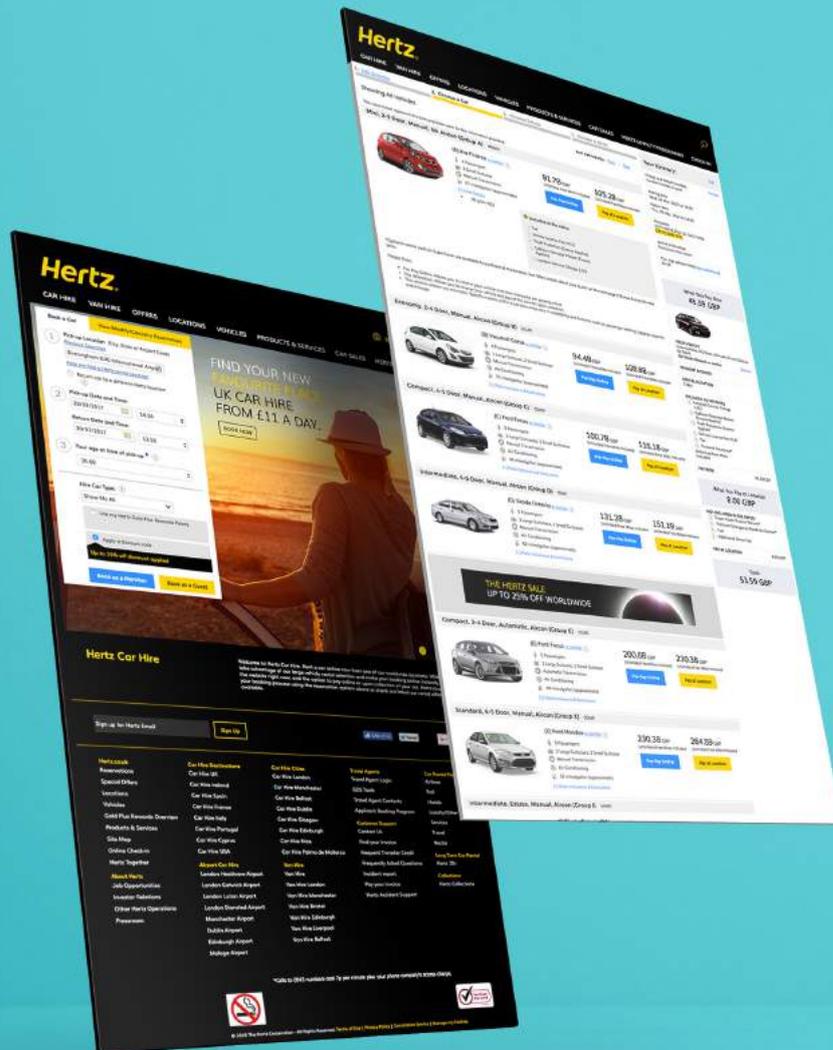


AMIGO



Our Work

Amigo enabled Hertz to adopt an agile approach to marketing, redesigning key user journeys with incredible results.

Hertz[®]

Our Work

Streamlining sales

+11.6%

transaction
rate

1200%

return on investment

Increasing loyalty

+59.6%

enrolment in
loyalty program

+12.1%

revenue per visitor

Speedy deployment

1 Tag

that takes minutes
to implement

2 weeks

to deploy campaigns
in 7 markets



“Amigo allows us to create new and engaging online experiences for our customers at lightning speed with minimal IT effort. Their team offer a unique blend of creativity and data-driven thinking, and are highly proactive.”

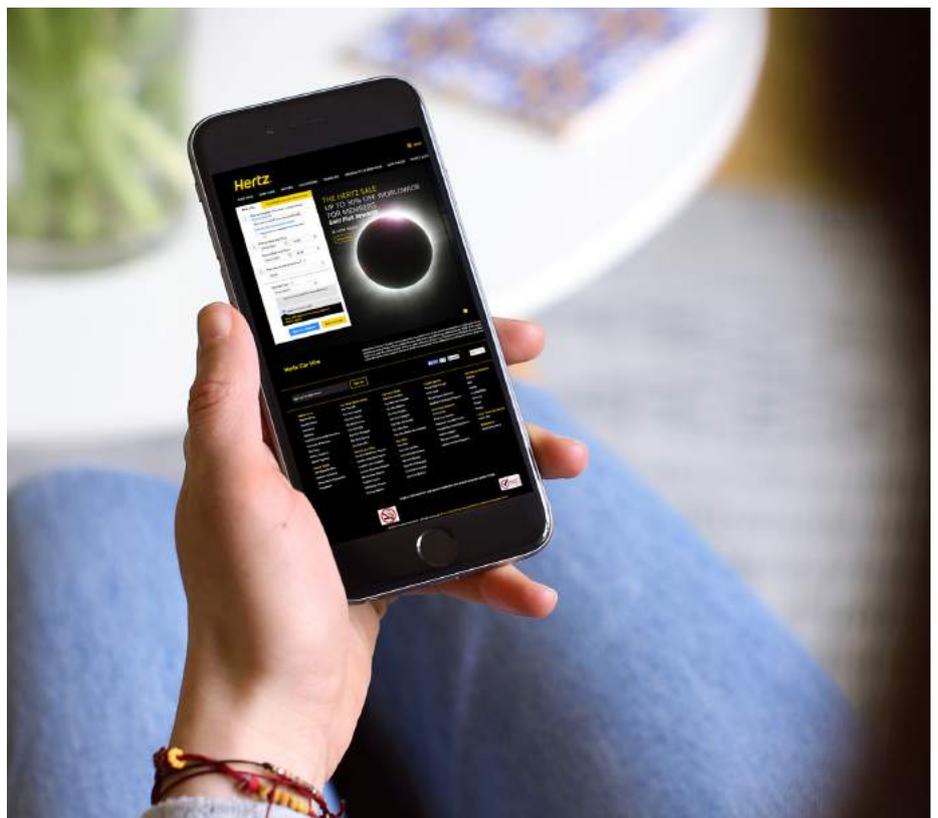
– Conrad Doyle,
Director of Digital
Marketing



At the end of 2016, Hertz asked Amigo to help them try out a new idea in one of their marketing campaigns. Since then Hertz have used Amigo to develop a culture of agility and experimentation in their marketing department, with minimal IT involvement.

The process is:

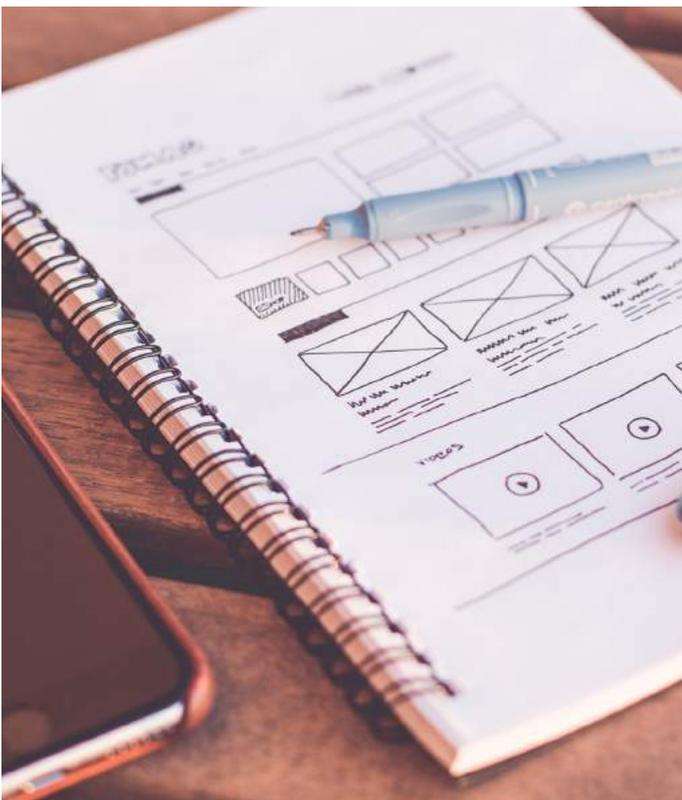
- Form a hypothesis about a possible campaign.
- Deliver an experimental campaign that tests the hypothesis.
- Collect the data to support or refute the hypothesis (e.g. by A/B testing).
- Roll out the improvement.



The Beginning

This transformative relationship began when Director of Digital Marketing, Conrad Doyle, asked Amigo to help Hertz deliver a personalised refer-a-friend campaign. As Hertz is a large, multi-national corporation, marketers such as Conrad face the typical issues inherent in marketing at a large enterprise, particularly when it comes to technology.

Conrad understood that Amigo's ability to deliver campaigns quickly and cost-effectively gave him a valuable way to overcome the barriers to agile digital marketing usually faced by enterprises. For example, Amigo requires minimal client-side IT resources and works alongside existing and legacy IT systems without requiring that they be replaced. Amigo also takes on the work of building digital campaigns and works to low monthly fees in order to reduce the need for budgetary authorisation from multiple stakeholders.



Making Promotions Work Harder

Hertz runs numerous sales throughout the year, across 9,700 locations around the world and in conjunction with hundreds of major travel partners and affiliates. This impressive scale and complexity presents a challenge to marketers attempting to deliver a streamlined experience to customers. Conrad hypothesised that Hertz's promotions would work harder for them if they were applied more efficiently and the user experience was simplified. To test this hypothesis, he turned to Amigo.

During Hertz's February 2017 sale period, Amigo enabled Hertz to trial an enhanced user experience that automatically applied relevant discounts and signposted the promotion throughout the reservation journey. Amigo delivered this simpler user journey without requiring any changes to Hertz's existing system.

Amigo's short build and implementation times enabled Hertz's design and approval process to be agile, with numerous changes being made across a four week period.

This campaign exhibited a transaction rate increase of 4.5%. Encouraged, Conrad decided to expand the experiment with the new customer experience. When Hertz's next sale period came around, Amigo enabled Hertz to roll out the experiment to 6 additional European territories. This expansion was delivered in another two weeks and led to a transaction rate increase of 11.6%, with a 1200% return on investment.

Increasing Customer Loyalty

After the success of the promotional campaign, Conrad's team came up with a new hypothesis. They reasoned that if an enhanced user experience could do so much for the seasonal sales, it could probably help improve the sign-up rate for Hertz's 'Gold Member' loyalty program as well.

Amigo enabled Hertz to test a new customer journey for online bookings. In this journey, customers were notified early and often that joining the loyalty program would provide them with a 10% discount. Amigo also enabled Hertz to shorten the online enrolment process with a streamlined user journey.

Due to Amigo's ability to test entire customer journeys against alternatives, Hertz could say with certainty within 10 days of launch that the new user journey was driving a major increase in sign-ups to their loyalty program. For the period of the experiment, this increase was measured at 59.6%. Consequently, there was a 12% uplift in revenue per visitor.

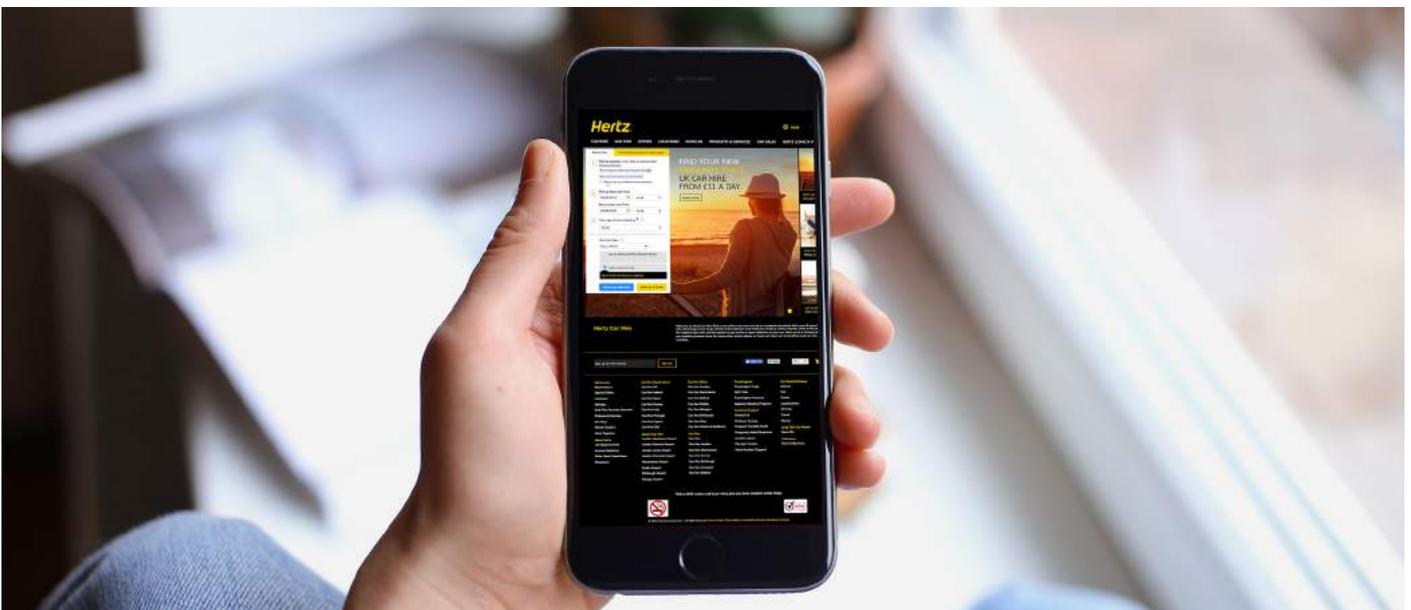
Upselling Insurance

Hertz are currently using Amigo to test another hypothesis concerning their Supercover excess waiver. Conrad's team wanted to test the effect of inserting Supercover as an optional extra with increased prominence. Using Amigo, it is inserted as an optional extra with increased prominence in a variant user journey. This experiment is live in 8 territories.

Amigo enabled Hertz to get definitive answers within a week by conducting a live experiment using Bayesian A/B testing. Based on the results of the initial experiment, the team is now using Amigo to test the effects of varying the price of Supercover.

Future Experiments

Amigo has enabled Hertz's marketing team to adopt a culture of experimentation and agility. Hertz's upcoming experiments encompass a range of hypotheses relating to how Hertz work with affiliates, how they will manage a partnership with a major hotel chain, and how best to incorporate additional services into the online booking journey.





Testimonials

“We have been able to test new ideas in order to improve the online customer journey with a lot of flexibility and agility. Something that would usually take a lot of IT effort has been set up within weeks and within a short period of time we have results which we can trust and act on. The Amigo team are great to work with and have provided many creative ideas to push our hypothesis even further.”

Charlotte Aldred,
User Experience &
Development Manager at Hertz

“Amigo allows us to create new and engaging online experiences for our customers at lightning speed with minimal IT effort. This frees up our core development resource for the larger transformational projects. I would liken them to an AB testing in override, stitching together complex new journeys that seamlessly integrate within our existing environments. Their team offer a unique blend of creativity and data-driven thinking, and are highly proactive.”

Conrad Doyle,
Director of Digital Marketing

AMIGO

Last Mile Marketing

Get in touch

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[@AmigoTechnology](https://www.instagram.com/AmigoTechnology)