



PROBLEM STATEMENT:

Ensuring a proprietary digital advertising product remains relevant in a highly competitive digital landscape.

Client profile

- Australian Advertising Industry
- SMB Customer Segment
- 200k+ customers
- 1500+ employees
- \$600M+ Revenue

Key Team Roles

- Program Manager
- Innovation Specialists
- Product Developers
- UI/UX Specialists
- Business Analysts
- Marketing Specialists

Business Impact

- The product strategy roadmap drove the client to relaunch the product's brand
- Delivered 17 product enhancements in 18 months
- Improved traffic to digital platform by +8pp
- Enhancements to the UI/UX resulted in +20 point improvement in NPS
- The products net return improved 5% YoY



Our client's proprietary product's revenue declined 11% over three years and usage dropped 7%. The market remains highly competitive with top 10 competitors gaining 25% in usage in the last 12 months. Our client needed help with developing a clear roadmap for their proprietary offering to ensure consumers and advertisers could see value in their product. Consumers wanted an easy to search, comprehensive and centralised business listing platform and advertisers wanted awareness driven through interactions.

Approach:

We conducted a SWOT analysis on the existing offering and spent 3 months testing and learning so we could design a product strategy roadmap that would improve usage, enhance the product and optimise pricing and packaging. We determined five critical components to the product strategy: UI/UX,

channel, product features, content and pricing and packaging. The product team was grouped into 3 categories with each of them having a different focus BAU – keeping the lights on, Advertiser – Revenue and Customer Experience, and Consumer – Visits and Leads.

Solution:

- Determined advertiser and consumer value proposition
- Successfully launched product rebrand - distinctive assets are powerful so we decided it was best to reignite the heritage brand for today
- Delivered 4x platform improvements – smart keywords, listing analyser, business profile pages & search results page, content finder
- Delivered 4x product feature enhancements – quotes, microsites, ask bot, bookings
- Delivered 4x product and pricing initiatives – product and pricing, online setup wizard, self-service enhancements, ad and content collection
- Delivered 5x consumer functionality enhancements to the advertiser product
- Enhanced the capabilities of the core digital asset to bring the product back to market parity through platform improvements, feature enhancements and pricing and packaging

PRODUCT ENHANCEMENTS

17

DELIVERED IN 18 MONTHS

DIGITAL VISITS

+8pp

YOY IMPROVEMENT

CUSTOMER EXPERIENCE

+20

YOY IMPROVEMENT

PRODUCT NET RETURN

+5%

YOY IMPROVEMENT