Alchemer Web Provides a Better Customer Experience for RetailMeNot

How RetailMeNot uses Alchemer Web to drive product feedback and connect with customers.

RetailMeNot, one of the US's largest coupon and savings sites, has been an Alchemer Mobile (formerly Apptentive) customer since 2015. After using the full suite of Alchemer Mobile products in their mobile app, RetailMeNot still had a gap to fill within their web experience.

The company had their own internal metric for surveying customers on the web, but needed to shift gears from building the tool themselves to leveraging a third-party. With 16 million customers, speed, efficiency, and micro-targeting was crucial to success for RetailMeNot. Due to their positive experience with Alchemer Mobile in-app engagement tools, RetailMeNot worked with Alchemer to become one of the first customers to test Alchemer Web to help collect better customer feedback on the web.

RESULTS

Within the first three days of Alchemer Web going live, RetailMeNot generated over 3,000 responses to their first NPS survey. Through Alchemer Web, RetailMeNot generated approximately 1,000 responses per day, with an average response rate of 9.6%. Alchemer Web helped RetailMeNot gather not only feedback from their web customers, but also gave them the ability to gather detailed product feedback from niche groups of customers. The company found an overwhelming majority of their customers want to be notified about sales and promotions as they come up—82% preferring advanced notice of more than a day—but not necessarily while in store.

CLOSER TO CUSTOMERS

Insights driven by Alchemer Web have helped the company make product decisions, reach out to customers to learn more about their experiences, and help drive promotional marketing strategies. RetailMeNot continues to use Alchemer Mobile and Web products to gather feedback, promote loyalty, and ultimately, increase customer retention.

ALCHEMER WEB

Mobile customers engage with brands they love through both mobile apps and the web. Alchemer Web helps customers improve consumer communication across all of their mobile engagement channels by using the in-app, two-way communication tools to deliver feedback to web environments.

Alchemer Web is a simple but powerful channel to communicate with your customers. With it, you can show surveys at specific points within your website, and communicate more efficiently with your customers via the web. But don't just take our word for it. RetailMeNot has leveraged Alchemer Web to close the customer feedback loop through web experiences.

To learn what you can do with Alchemer Web,
visit alchemer.com/contact or call us at 1-800-609-6480

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RetailMeNot uses Alchemer Web in unique ways

TRACKING NPS

Web customers were surveyed to help the company measure loyalty and predict growth.

GAUGING MOBILE BREAKAGE

Alchemer Web helps the company gain insight around showrooming and where in the buying cycle customers try to access the site and look for deals.

SHARING UPCOMING PROMOTIONS

Alchemer Web leverages data to help optimize marketing promotions, sales cadence, and notification style.

ABOUT RETAILMENOT

RetailMeNot is a leading savings destination that influences purchase decisions through the power of savings. By connecting advertisers with active shopping audience, RetailMeNot drives growth for more than 70,000 brands. RetailMeNot is dedicated to delivering innovative promotional media solutions to help our brand partners achieve their goals and help millions of shoppers save everyday.

ABOUT ALCHEMER

Alchemer offers the world's most flexible feedback and data collection platform that allows organizations to close the loop with their customers and employees quickly and effectively. Our mission is to give every customer and employee a voice, and to make every voice matter. The Alchemer customer feedback platform includes Alchemer Survey, Alchemer Workflow, Alchemer Mobile, and Alchemer Web. Alchemer serves more than 13,000 global CX, HR, and market research customers, including many Fortune 500 companies. Alchemer is a KKR portfolio company.
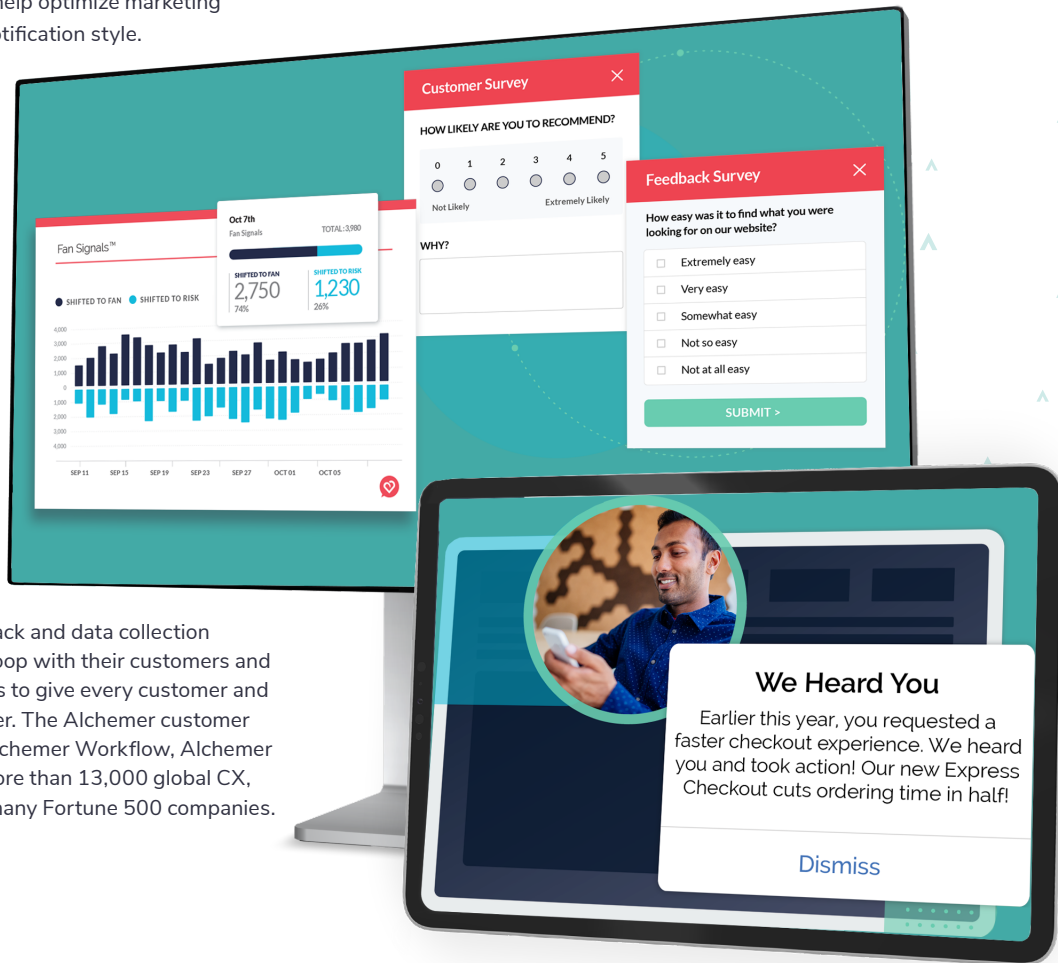
Alchemer

Visit alchemer.com/contact or call 1-800-609-6480 to learn more.

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