

Scaling regional growth at Comcast xFINITY

*How building relationships
helped create year on year
revenue growth of 13%*

xfinity[™]

punch case study

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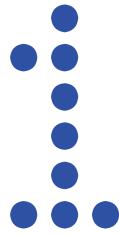
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About XFINITY

XFINITY IS A BRAND OF COMCAST CABLE COMMUNICATIONS, LLC, A SUBSIDIARY OF COMCAST, THAT MARKETS CONSUMER CABLE TELEVISION, INTERNET TELEPHONE, WIRELESS SERVICES, AND HOME SECURITY AUTOMATION.

XFINITY Home is the fastest growing home security provider. They provide 24-hour professional monitoring and advanced technology for security and home automation.

XFINITY worked with members of our team to help grow their regional sales and revenue growth of their Home and Security Automation services.



Punch's approach to demand

A SOUND DEMAND METHODOLOGY AS PRACTICED BY PUNCH INVOLVES FOUR STEPS.

- 1** **Research.** Intelligent and successful marketing campaigns research their customer, target, and messaging. To create demand, research paints the picture of the customer.
- 2** **Demand.** Based on the research, demand is centered around convincing messaging, content, and imagery to create an emotional and practical bond with what is being sold.
- 3** **Relationship.** Demand and interest only close deals if the customer feels a relationship with the brand. Relationships can be proven by social affinity, desire, or pre-existing business with the company.
- 4** **Closing.** If the offer is convincing — which is tested through research — then closing is the critical step where the relationship and demand cause action by the customer. Closing methods in successful campaigns require constant testing and iteration — but we believe 7 touch-points are most successful.



Research with XFINITY

RESEARCH FORMS THE INITIAL STEP WITH ANY DEMAND PROJECT.

With XFINITY, the geographical target was set as counties of the Bay Area and San Francisco. A closed region helps define a more limited data set to research.

Working with the XFINITY Home team, the initial list strategy was focused on specific verticals of the Home Security and Automation markets.

RESEARCH VARIABLES

Region	San Francisco and the Bay Area
Audience	Small-business decision makers: Founder, CEO, CIO, CFO and similar titles
Demographic details	Zip code segmentation, company names, funding, estimated revenue, email addresses
Dataset	Datasets were generated live everyday using a proprietary aggregation tool



Demand with XFINITY

**DEMAND IS WHERE THE OFFER AND MESSAGING ARE CREATED.
GOOD DEMAND CAMPAIGNS ARE THOUGHTFULLY DESIGNED AND
VIGOROUSLY TESTED.**

Seven pitches were crafted to test the offer using an A/B testing technique. Email tracking, landing pages, and URL tags allowed us to manage engagement with the offers.

Pitch performance was reviewed weekly with the client's team. The platform's unique offerings and basic value proposition were modified each time a series of tests were run.

Taking each vertical of the Home Security and Automation markets, offers were tested against each other. Early key customers were asked to provide feedback and help refine the offer for real-world input.

A key to demand strategies at scale is what we call “linked cohorts” or more colloquially referred to as “birds of a feather.” Linked cohorts enable minor modifications of demand offers across different — but related — verticals. The result is a core demand campaign that can scale quite quickly.



Relationships

THE EXISTING RELATIONSHIPS WITH CUSTOMERS CAN EITHER BE PRE-EXISTING OR CREATED THROUGH THE DEMAND OFFER. WITH XFINITY, THE WORK WAS DONE WITH OLD AND NEW CUSTOMERS.

Seven touch-points or pitches are usually developed in these campaigns. These can range from calls, to online, to email, to mail pieces. Each touch is meant to build the relationship further. When it is strong enough, usually a close will occur.

Unique collateral, marketing imagery, and campaigns are created online and in print to target the customer dataset created. The demand research is where the content is created.

A relationship represents a touch-point or impression. The cadence or frequency of these can vary depending on the campaign and customer. In the case of XFINITY, impressions were measured daily — with 7 being more successful.



Closing

AT XFINITY, CLOSING INVOLVED THE ACTIVATION AND SIGNING OF A SERVICE AGREEMENT.

This stage of development included an analysis of the pricing, demo, and proposals which led to constant iteration that fed back into the Demand and Relationship steps of the process.

A minimum of 33% of proposals or demos were targeted to be closed.



Results

**AT SCALE, THE FOUR-PART METHOD CREATED GROWTH FOR
COMCAST'S XFINITY HOME SECURITY & AUTOMATION DIVISION.**

It drove 149 new prospects to Comcast in the first 6 months. After six months, a 36% closed-deals rate was achieved for proposals and demos. Under this growth program, Comcast's XFINITY Home Security & Automation posted year on year revenue growth of 13% in 2016.

CAMPAIGN RESULTS

Prospects	149
Term	6 months
Closed-deal rate	36%
Revenue growth	13%

Legal

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