

Machine celebrates Sanlam Reality's win at inaugural Loyalty Awards South Africa

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At the very first Loyalty Awards South Africa, Sanlam Reality - the loyalty programme of the Sanlam Group - has taken home the coveted award for Best Use of Data Analytics/CRM Application. For seven years, Sanlam Reality has partnered with brand experience agency Machine **to drive** its communication and content marketing strategy, as well as digitally transforming its marketing and communications function, to harness big data for meaningful CRM.



Sarah Browning-de Villiers

Awarded to the brand that demonstrates positive results derived from the sophisticated use of customer data and its application in CRM, Sanlam Reality beat out competition from other heavyweight loyalty programmes to win. In particular, the judges noted “the long-term effectiveness of Sanlam Reality’s use of data analytics and CRM to drive customer centricity within the Sanlam Group”, as well as the “world-class segmentation of its membership base”.

“Loyal clients are the bloodline of profitable business and future business growth. Understanding the total lifetime value of clients by analysing data and insights enables Sanlam to be relevant and responsive with appropriate financial solutions that create and build wealth for all parties,” explains [Francois Uys](#), Sanlam Reality’s Head of Marketing, Digital and Communications. “The Fourth Industrial Revolution is teaching us that future clients demand not only the right solutions, but the right experiences to access these solutions using disruptive technologies. We’ve been digitally transforming in partnership with Machine, to ensure we are personalising our campaigns and communications so as to deliver this seamless experience.”

Fundamental to this ‘right experience’ has been Uys’ and Machine’s content marketing strategy, delivering ongoing financial wellness education over and above Sanlam Reality’s harder-sell campaigns and product messages. “We are committed to adding real value to our members’ lives,” explains Uys. “We’re here to offer consistent education and support that empowers our members to live their best financial lives. That means we invest in high-quality, always-on financial content as part of our CRM strategy. We ensure this content is relevant, compelling and constantly optimised through our data analytics.”

It’s a content marketing strategy that [Machine](#) has worked closely with Uys and his team to develop, implement and optimise. “We’ve been in partnership with Sanlam Reality for seven years, and over this time we’ve seen the strategic approach evolve into a highly sophisticated, targeted content-marketing communications strategy across a host of print and digital touchpoints,” says [Sarah Browning-de Villiers](#), Machine’s Chief Content Officer.

“Building and harnessing data capabilities allows the success of this approach to be exponentially amplified,” adds Uys. “This award is the result of Sanlam Reality doing exactly this.”

The impact of this integrated approach for the Sanlam Group has been significant – double-digit uplifts in customer retention, uptake of additional Sanlam products or premium increases, and new-business leads.

“As a brand experience agency, our specialisations and capabilities are focused on what our partners need to drive meaningful change and ROI in their businesses,” says [Gareth McPherson](#), Machine’s Managing Director and Chief Creative Officer. “Our partnership with Sanlam Reality and this incredible result for Francois and his team is testament to this. To be winning in the area of data analytics and how this is applied to your customers’ experience of your brand is the

kind of result that distinguishes Sanlam Reality from its competitors – something we are very proud to have played a role in.”

About Machine

Born out of digital, Brand Experience company Machine, is home to 70 adventurous minds. The agency combines incisive strategy, award-winning creativity and cutting edge technology to transform their client's business. It is represented in both Johannesburg and Cape Town and features specialisation across five key pillars: Content Marketing (Narrative), Public Relations (Moon Walk), Technology & Digital Solutions (Nurun), User-Experience and Through-the-Line Communications.

About Sanlam Reality

Sanlam Reality is the loyalty programme of the Sanlam Group and its strategic partners. The programme helps members to make the most of their money in a way that's honest, meaningful and real. Sanlam Reality empowers its members to make responsible financial choices and enables them to live their best financial lives possible. All because Sanlam Reality believes taking care of your money should be rewarding.

Visit www.sanlamreality.co.za for more.

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Machine_

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