

## Retailer Realizes 112% ROI

**Challenge:** When email marketing failed to reengage a lapsed segment of its customer base, a retailer began considering other media to catch their attention. The store wanted to try direct mail, but would it be worth the cost?

**Solution:** DataTech, the retailer's marketing analytics partner, suggested identifying the highest-value shoppers – not just within the retailer's database but across the category. DataTech turned to Acxiom's InfoBase® Consumer Enhancement data for the largest and most current repository of customer intelligence with hundreds of data attributes.

**Results:** DataTech typically sees a minimum 20% lift in results by appending Acxiom data to clients' records. For the retailer, DataTech found that the top 30% of those targeted would yield 62% of all purchases and 87% of the campaign's profit. With more focused spending, the retailer realized a 112% return on investment over three months.

Better overall picture



of potential customers

Augmented client data



with Acxiom data

Partnering with Acxiom enabled the company to reach the right customers for its campaigns, which led to a higher return on investments

Recognized a 112%



ROI in 3 months

Ability to target high



spending individuals