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.