Accuracy Amounts to Millions in Potential Campaign Savings

Challenge: This leading retailer employs both digital and traditional direct marketing, as well as loyalty programs, to drive online and in-store sales. When results started declining with previous methods, the retailer began evaluating new approaches for data quality and customer recognition.

Solution: The retailer performed a head-to-head test of 200 million records with three leading marketing services providers. The proof of concept included the company's data, as well as seed data where the retailer knew desired results. All providers performed address change/hygiene and identity resolution and applied demographics and append services based on identical source data.

Results: On the retailer's seed data, Acxiom was 28% more accurate than competitors. For a campaign costing $1 per piece to 50 million recipients, inaccuracy of just 9% would have resulted in the company wasting $4.5 million.

Multi-channel

solution

Acxiom proved to be

28% more accurate than competitors

By enlisting Acxiom as it's strategic partner for all things data, the Retail company was able to get accurate data for it's marketing efforts

Put Acxiom's solutions

head to head against leading marketing service providers

Combined customer data

with Acxiom data for a better understanding