Personalization and Precise Attribution Powered 174% ROI for Specialty Retailer

Challenge

A popular specialty retailer wanted to acquire new customers and reactivate lapsed customers. They needed to better understand their customers and know where and how to most effectively reach them with relevant, personalized messages.

Solution

The specialty retailer created a holiday email prospecting campaign to acquire new customers and reactivate lapsed customers. Acxiom worked with the retailer to identify audiences for a multi-phased series of offers spanning from Thanksgiving through mid-January. The Acxiom solution enabled the retailer to identify and acquire new customers and also reactivate customers whose last purchase was 13-36 months before.

Results

20% increase in click-through rate (CTR) over previous campaigns and 3,200 new customers acquired, generating approximately 4,500 holiday orders – yielding 174% ROI.

20% Increase
in CTR

acXiom