



AN ACXIOM CASE STUDY

RETAILER RAISES CLICK-THROUGH RATE 20% AND GAINS 6,500 NEW CUSTOMERS USING EMAIL TO CONQUEST COMPETITIVE CUSTOMERS

For many retailers, the annual back-to-school season falls just behind year-end holidays in sales volume. Such was the case for this specialty retailer, which wanted to use the back-to-school time as an opportunity to attract new customers.

For this campaign, the retailer sought to drive sales—in stores and online—among customers who typically shop at competing stores.

FINDING COMPETITORS' CUSTOMERS

The retailer has partnered with Acxiom for data analytics, creative and targeting for numerous campaigns. However, this one would be different. For the first time, the brand would target prospects using email.

The Acxiom team employed analytics to identify customers of the retailer's primary competitors. The team also applied custom modeling to find prospects who look like the company's high-value customers, those who have shopped there for more than a year and have spent more than a specific amount.

The retailer narrowed the resulting list to prospects with children younger than 14 and who lived within 20 miles of one of its stores, making sure to exclude all current customers.

CLIENT

Specialty retailer

APPROACH

- Data analytics and modeling
- Creative recommendations
- Targeting strategy
- Industry-leading privacy compliance

SOLUTION

In a campaign targeting competitors' customers—via email and display—Acxiom identified prospects, helped shape creative, devised a targeting strategy and measured results across channels.

RESULTS

- 20% increase in click-through rate (CTR) over previous campaigns
- 6,500 new customers



PERSONALIZED CREATIVE TO RELEVANT PROSPECTS

Advising on creative elements, the Acxiom team recommended three versions of email and display ads to ensure images were personalized to the ages of children in each household.

The retailer targeted ads and emails to prospects, delivering only to email recipients who had opted in to receive third-party offers. Before release, the Acxiom team tested the emails and optimized them for maximum deliverability. Acxiom did all this in its secure, privacy-compliant marketing analytics environment.

20% LIFT IN CTR

Acxiom's analytics environment merged data from all channels to give the retailer a clear picture of the customer's last touch before a sale—using anonymized data. In turn, the client knows what worked best and can allocate more resources to high-performing channels in the future.

The effort proved to be a winning combination, with quality prospects, personalized creative and refined targeting. As a result, the email generated a 20 percent lift in click-through rates (CTR) compared to previous campaigns. That brought in 6,500 new customers across audience propensity models for the retailer and two competing brands. For this retailer, the results clearly demonstrated the viability of email in converting prospects to customers.

WANT TO KNOW MORE?

To find how Acxiom can help you find and reach your best customers, contact us at info@acxiom.com/retail.

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