

# Retailer Identifies Highest Value Shoppers and 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 the attention of these former customers. The store wanted to try direct mail but wondered if 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 InfoBase® 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 reached 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.



112% ROI  
in 3 months

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Case Study

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