

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 the 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 its 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.

Acxiom proved to be **28% more** accurate than competitors

ACXIOM

Case Study

Identity • Retail and CPG