Increased ROI

"I need to increase ROI but don't know where to start"

This retailer offers a range of home supplies such as paint, tools, and outdoor products.

Industry: Retail

Annual Revenue: $8B

The Situation

A nationwide retailer struggled to understand its customer base and their purchasing behaviors due to a disconnected data environment. The primary goal was to identify key insights, including which customers were making purchases, what products they were buying, and the specifics of when and where these transactions were occurring.

How This Impacted the Business

The inability to align data silos resulted in a generic marketing strategy that wasn't delivering results. The limitations stemming from the inability to tailor marketing efforts to diverse customer preferences was leading to a decline in overall sales and customer interaction. Recognizing the need for improvement, this client decided to turn to DataDelivers for a transformative solution to address their challenges.

Partnering for Success

By leveraging data integration, identity management, and analytics, we were able to successfully identify high-value customers for the client. This understanding allowed for the creation of a VIP marketing segment, from which we launched targeted marketing campaigns. These campaigns were designed to not only drive sales and increase ROI but also to significantly enhance engagement with the client's most valuable customers.

Delivering Results

The VIP Program yielded a 500% return on investment and a big boost for their loyalty program. The success of the VIP strategy opened doors for further segmentation. By effectively dividing their customer base into distinct segments, the client was able to tailor offers and rewards based on individual preferences and behaviors of their customers. Through careful analysis and targeting, the frequency of direct mailings was reduced to three times a year per customer, ensuring that offers were highly relevant and not overwhelming. Rather than bombarding customers with generic promotions, focus was on delivering personalized offers that resonated with each segment. By leveraging customer data and insights, the client was able to optimize the value of each customer to the business. This approach not only increased ROI but fostered deeper customer engagement and loyalty.

Increased ROI by 500%