

Case Study:

Crafting a Marketing Database & Campaign Management Solution



Situation

A national chain of fabric & crafts stores was using integrated direct marketing efforts to drive offline store traffic. Although results appeared good, there was no detailed data to give greater insights to make adjustments and improve results. Facing increasing competition and economic pressures, the marketing team needed a partner who could help them make smarter marketing choices on an individual customer basis.

Solution Approach

MSC leveraged its strategic data management, and analytics capabilities to deliver a marketing database and campaign management solution that allowed the marketing team greater insights by Individual Customer, Campaign, and Store. MSC worked with the client's IT department to deliver an advanced data capture solution and increase the frequency of transaction downloads from monthly to daily. MSC built a customized marketing database that contained information at multiple levels, down to the individual customer and product SKU. MSC provided the marketing team with analytics tools that allowed them to perform searches, manipulate data, and evaluate "what-if" scenarios on the fly. MSC simplified the CRM and campaign reporting to focus on the important actionable information.

Results

The MSC solution provided the basis for a completely new contact strategy. Today, customers receive pertinent offers based on their individual behaviors. Net conversions increased to as much as 18%. Same store sales have seen increases of 110%! The marketing team has been able to decrease per-store direct marketing costs significantly. The solution is now the backbone for all direct marketing communications.