

Cleansing Customer Data for Campaign Optimisation

Client
Loyalty Scheme Provider
Data Cleanse

Client Problem & Impact

Nectar is a loyalty reward scheme who strongly believe that in order to achieve the highest response rates, campaigns need to be personalised and driven by accurate, up-to-date data.

They wanted to make sure their offers were reaching the most receptive customers and prospects possible.



Data Cleanse

How Did Sagacity Help?

We were able to offer Nectar a meticulous cleaning service, filtering their data through our Goneaway Suppression file and Bereavement Register to ensure that their data was clean and accurate.



Goneaways

Outcome & Business Benefits

By taking steps to make sure that their datasets are as up-to-date as possible, Nectar ensures that their cardholders' experience is as seamless as possible.



Bereavements