CASE STUDY

Sagacity
Part of **Accenture** Song

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

Goneaways

Bereavements

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.

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.

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