CASE STUDY

Sagacity
Part of **Accenture** Song

Reducing Marketing Costs Through Data Quality Improvements

Client
Pet Retailer

Connect

Client Situation & Impact

Our pet retailer client typically suppressed their customer data ahead of launching new marketing campaigns. However, the challenge was that they were not receiving flags for goneaway or deceased customers in their database which meant they were paying for the same suppressions every time they ran a new campaign. To reduce ongoing costs and improve financial efficiency, the client needed to suppress a customer once, rather than every time a new campaign began. This would also ensure their database was clean, accurate, and GDPR compliant.

Increased Automation

Dashboards

KPI Reporting

How Did Sagacity Help?

We utilised our data cleanse for marketing solution to ensure the accuracy, quality and compliance of our client's customer data. This cleansing was delivered via our API tool, Connect, providing:

- Access to all our available deceased, goneaway and mover marketing cleanse tools
- A cleanse of 10-15 million customer records currently held, with provision of permanent flags
- Flexibility to process and cleanse data on a campaign-by-campaign basis
- Provision of additional specialist data sources

Outcome & Business Benefits

25% cost saving

Our initial full customer database cleanse delivered more accurate selections for campaigns, a better knowledge of mailable volumes and enables re-engagement with customers who have moved, via use of relocation addresses.

As a result, the client has made an immediate saving but will also benefit from cumulative savings year on year, as records will no longer be resuppressed at repeated cost.

Ongoing savings from each single match will see the client save over 50% of the mailing cost, whilst also benefitting from permanent flags to records which would have historically been mailed a second time or more.

enquiries@sagacitysolutions.co.uk
sagacitysolutions.co.uk