CASE STUDY

Sagacity
Part of Accenture Song

Improving Campaign Performance

Client

Print Management Provider

Data Cleanse

Client Situation & Impact

Stannp are a print management provider who offer companies a fully digital, integrated solution to their direct mail needs.

As keeping data up to date and accurate is now law under GDPR Article 5.1d, Stannp wanted to provide their clients with the capability to clean their direct mail campaign data in real-time.

Data Cleanse

Repeatability

Self Serve

How Did Sagacity Help?

We provided Stannp with a fully automated data cleaning solution which provides access to our market leading data cleaning products – GAS and TBR – in real-time.

Clients upload their data to the platform and are given the option to plug into enrichment solutions before launching a campaign, delivering a bespoke data cleaning solution that is moulded to their requirements.

Outcome & Business Benefits

Improved campaign performance

Stannp were able to add a new proposition to their direct mail service and provide clients with the ability to easily ensure that their data was accurate and up to date before launching their DM campaigns – improving campaign performance, reducing marketing costs and complying with GDPR legislation.

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