CASE STUDY

Sagacity
Part of Accenture Song

Acquisition Strategy for Attracting New Customers

Client

Global Travel Company

Direct Mail & Customer Profiling

Client Situation & Impact

Titan pride themselves on offering their customers unbeatable value and quality on their holidays. They have always had a strong customer base when it comes to repeat customers, however, they wanted a renewed focus on acquisition.

The brand had never used direct mail before for acquiring new customers and feared the cost would out way the reward. Titan engaged us to explore targeting customers with multi-channel campaigns using email and direct mail.

Profiling

Market Analytics

Lookalike Customers

How Did Sagacity Help?

We took Titan's data file and ran detailed profiles to understand the different demographics it contained, including behavioural traits and personas. By understanding their target market, we were able to match using our data and develop a campaign to identify target lookalike customers.

Outcome & Business Benefits

800% uplift in ROI

Titan were able to generate a substantial amount of revenue and an impressive ROI from the campaign driven by the lookalike prospects provided us.

The first receiving an ROI of around 800%, acquiring hundreds of new customers and bookings straight off the back of the first direct mail piece.