CASE STUDY

Sagacity
Part of **Accenture** Song

Campaign Channel Optimisation

Client
Windows & Doors Retailer

Segmentation

Client Situation & Impact

A leading provider of windows and doors in the UK, relying heavily on word of mouth and smaller out of house campaigns, wanted to grow their response rate with the help of us.

From preliminary testing, social media and digital channels were not a best fit for the brand and alternative channels needed to be explored.

Combinations

Segmentation

Geographic Areas

How Did Sagacity Help?

To find the best fit channel for the client, we created controlled testing groups using segmentation splits to look at postal, email and direct mail combinations.

Consumers were targeted using attitudinal segmentation; household with high affluence and driving distance of showrooms.

A second testing segment looked at the geographical areas where windows and doors had been provided for another home on the same road already.

Outcome & Business Benefits

£93k financial gain

Those receiving just direct mail were the lowest performing segment. Groups that received multi-channel communication using direct mail and email saw a 500% increase in response.

The most successful testing segment, using a combination of attitudinal and geographical segmentation driving a 700% increase, and a further 33% increase compared to the DM/EM combination.

The campaign delivered an overall gain of £93K, resulting in a campaign ROI of 2.15.

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