CASE STUDY

Sagacity
Part of **Accenture** Song

Audience Building for Subscription Sales

Client

Home Delivery Beer Provider

Direct Mail & Segmentation

Client Situation & Impact

The subscription revolution hit the UK by storm as we descended into our first lockdown in 2020. For many brands reliant on a subscription-based services, this meant competition.

A leading provider of home-delivery craft beer came to us to continue their customer growth after advertising opportunities became limited. They needed a new way to recruit new supporters and build loyalty.

Direct Mail

Segmentation

Propensity to Buy

How Did Sagacity Help?

We suggested using direct mail as a tried and tested method to attract people based at home. We built a bespoke model for the client, using a combination of customer data and our own unique variables, including:

- Demographic information
- Geolocation
- Affluence
- Household spend
- Interest in beer
- Mail order buyers

We then provided additional selections to identify individuals and households with propensity for purchasing beers at home, and propensity of loyalty to subscriber services. Both of which had skyrocketed once the pandemic hit.

All the data provided by us was fully compliant, accurate and up-to-date for contact by postal, and was used in conjunction with door drops for the campaign itself.

Outcome & Business Benefits

The initial campaign had a high response, leading to a full UK rollout. The strong performance of our data remained consistent as the volume increased, and now forms the essential basis of ongoing customer acquisition strategies.

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