CASE STUDY

Sagacity
Part of **Accenture** Song

Improving Customer Data for Cost Savings

Client
Large Retailer

Connect

Client Situation & Impact

The challenge for our large retail client was that they were not receiving flags for gone-away or deceased matches to their customer database, which meant they were paying for the same suppressions repeatedly, every time they ran a campaign. Their goal was to be able to only suppress a customer once with the aim of reducing ongoing costs.

Data Cleanse

Data Sources

Implementation

How Did Sagacity Help?

We have designed a data quality solution to meet this requirement and ensure the accuracy, quality and compliance of all of their customer data using our API delivery via Connect, to provide:

- Access to all available deceased, gone away and mover marketing suppression products
- An initial cleanse of the between 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 the PAF file and access to all of the market leading suppression files, ensuring their data is GDPR compliant at all times

Outcome & Business Benefits

50% cost saving

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

Using our solution our client have made an immediate saving of 25%. And this isn't just a one-off saving. They will benefit from cumulative savings year on year, as records will no longer be re-suppressed at repeated cost.

Based on their pack price, the brand will be able to save over 50% of the mailing cost from a single match and benefit commercially based on permanent flags to any records which would have been mailed a second time or more.

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