CASE STUDY

Sagacity
Part of Accenture Song

Increasing Existing Customer Data Permissions for Effective Email Marketing

Client

Large Retailer

Email Marketing

Client Situation & Impact

Our high street retail client has a large customer base, with a loyalty card scheme that they utilise for targeted marketing campaigns. For several of their legacy customers, marketing consent was historically not captured, and for several years our client had been unable to target this population with any activity.

Traditionally, marketing activity has been via Direct Mail, with a smaller population having the correct permissions for email activity. The client engaged us to help them increase the number of individuals in their customer base who consented to marketing, in particular email marketing. This would enable them to target a greater number of customers via a more reactive, cost-effective channel.

It was essential that this was a GDPR compliant process, with data being collected and provided in a wholly transparent manner, with the complete journey of the record being available at any time.

Email Marketing

GDPR Compliance

Consent Collection

How Did Sagacity Help?

We collected first person consent and individual level data on behalf of the client, building up significant volume over a short period of time. Our team developed a strict matching algorithm which allowed us to match our permissioned data to the client's customer base, in-filling marketing consent and email addresses on records where this detail was missing.

All email addresses were validated prior to being utilised to ensure deliverability, with all data ingested into their Single Customer View along with permission code, and date of consent capture, should any complaints arise.

Outcome & Business Benefits

44% return on investment

Our client tailored a light touch email campaign for these customers over a 6-week period, with offers, discount codes and all performance monitored.

After 3 months, campaign analysis indicated a 44% open rate and 11% click through rate for their loyalty card segment, against benchmarks of 43% and 1.3% respectively. Their unsubscribe rate was less than 1%, with zero complaints.

Within these first 3 months, the sales delivered an ROI of 44%. Customer engagement increased significantly on the population which had previously received no marketing offers, with brand advocates and customer engagement increasing by 20%.

Whilst delivering significant ROI, this activity has had the additional benefits of providing a personalised customer experience to drive customer value, increased customer engagement, reduction in print costs, and incremental revenue from additional marketing streams.