CASE STUDY

Sagacity
Part of Accenture Song

Driving New Product Sales Using Social Listening

Client
Garden Appliances Retailer

Social Listening

Client Problem & Impact

A leading retailer for home and garden appliances wanted to create a campaign for a new and improved hedge trimmer

Previous campaigns had seen generally low response rates and they wanted to use a new channel to identify the best customers for the product.

Social Listening

Integrations

Kay Words

How Did Sagacity Help?

We used social media listening, for example “cut the hedge last night” and “front garden looking great, but the hedge needs some work still”, and property data to find households we were confident actually had hedges on site.

Outcome & Business Benefits

We saw an instant increase in response rates and massive uplift in sales from our newly targeted campaigns.

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