CASE STUDY

Sagacity
Part of **Accenture** Song

Customer Profiling for Expanded Sales Activity

Client
Catalogue Retailer

Customer Profiling

Client Situation & Impact

Our retail client wanted to continue to grow their customer database and broaden their reach as they expand their product range, with the aim of making their consumer's lives easier and more enjoyable by creating the best home and lifestyle products possible.

Customer Profiling

Propensity Model

Useable Data

How Did Sagacity Help?

Using the client's transactional and product-level database, we began by profiling their existing customer database to build a more in-depth 'picture' of their buyers to understand their core demographics, lifestyle interests, financial status, household composition etc.

Following this, we built a bespoke propensity model which enabled us to identify the top percentiles of prospects from our 50m+ UK consumer Audience database. We ensured that the data was ready-to-mail, applying home mover and deceased screening and creating appropriate coding for response analysis.

Outcome & Business Benefits

≤275% of response target

The Direct Mail campaigns have been hugely successful, and with significantly increased volumes campaign on campaign, all have driven positive ROI's and exceptional response rates:

- Campaign 1: 245% of response target
- Campaign 2: 275% of response target
- Campaign 3: 175% of response target

Each campaign's responders are fed into the next model build, continually refining our targeting so that we can continue to deliver incredible results campaign after campaign.

enquiries@sagacitysolutions.co.uk
sagacitysolutions.co.uk