National Retailer Cashes in on Marketing Data Warehouse

Situation

A large national furniture retailer needed help managing lead and customer data for 100+ corporate stores and to improve overall prospecting efforts. Little was known about how effective their marketing efforts were at converting leads into sales and repeat customers.

Solution

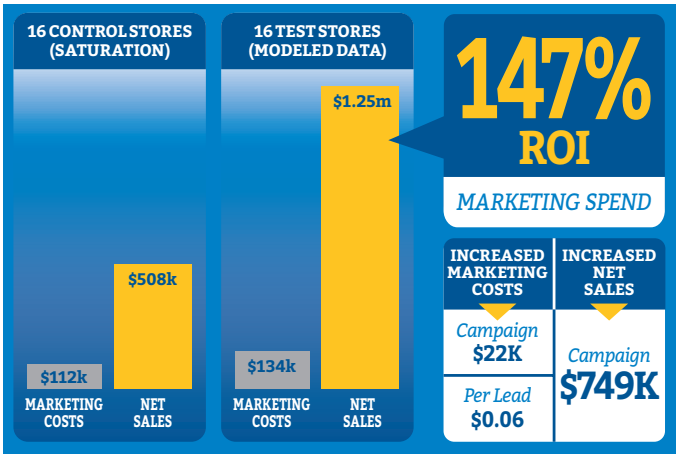
Utilizing Taylor's Marketing Data Warehouse Platform, a centralized automated hub was created for all lead and customer data.

Platform Features:

- Data is automatically updated from the retailer's point-of-sale system daily. This includes current and historic customer and product details.
- Customer and lead data is enhanced with core demographic and psychographic elements through our in-house consumer masterfile.
- Marketing initiatives are tracked and regular sales matches are completed to validate and optimize ROI.
- Reporting and data query tools are accessed through a secure, online web portal for the client and their agency team.

Additional analytics tools are used to model and target prospects more effectively. Each week, lead conversion reports provide insight on:

- Where the sales are coming from
- What percentage of leads and prospects are converted to sales
- What percentage of weekly sales is coming from current customers
- How quickly the average lead purchases



To provide even greater understanding of the customer make-up, a profile and custom model was created to improve prospect conversion performance. This new profile of enhanced customer data provided an even clearer understanding of the customer base which improved their overall targeting and creative strategies.

Benefits

A three-month test was created to evaluate the performance of this model compared to the control program. Nearly one million households participated in "Test and Control" segments of the test.

Results were impressive with a 147 percent return on investment over the test period. Monthly increases in net sales rose $749,000 in total for the 16 participating "test stores."

877.733.3552 | taylorcommunications.com

TAYLOR COMMUNICATIONS