

Catalog Company Achieves 15% above Margin

CASE STUDY



Business Need Overview

A national catalog company that sells clothing, electronics, shoes, tools, toys, health and beauty merchandise on a payment plan was looking to expand its buyer base through direct mail analytics using house credit payment options.



Solution

Based on client's objectives, Infogroup Targeting Solutions (ITS) recommended utilizing Marketing Genetics verified data and leveraging its proven track record to build data models. Cataloger built six models with Marketing Genetics data, both response and good customer matches.

RESULTS:

The cataloger achieved above margin results of 15% as the response and a 5% higher than average order size (AOS). They are currently able to utilize up to demi-decile 6 successfully.

About

Marketing Genetics

Marketing Genetics is a unique, powerful database of consumer transactional data. Sourced from more than 1000 catalog merchandise mailers, Marketing Genetics collectively pools shopping cart purchase details from the past two years. The Marketing Genetics advantage allows you to gain deep insight into consumer purchase behavior using robust, accurate and recent transactional data, recognize more opportunities to up-sell, cross-sell, reactivate dormant accounts and target prospects with interests and buying patterns similar to your best customers'.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

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