

Case Study:

Digital graphics innovator uses location data to gain a picture-perfect customer view

Overview

This specialty art company wanted to grow sales by better marketing to repeat customers and leveraging demographic data to identify new prospects. The company conducted much of its business through third-party websites. It needed to consolidate and validate data from these disparate sources to gain an accurate single view of each customer.

Business challenge

The company had a large base of repeat customers who bought art through third-party retailers, often purchasing multiple copies of an item for shipment to different addresses. The art company ended up with a large number of duplicate customer records and many inaccurate or incomplete customer addresses. This situation inhibited the company's ability to determine lifetime customer value or to overlay additional demographic data to identify new opportunities.

With a planned targeted direct mail campaign approaching the company engaged Precisely to learn more about its Spectrum solution, a technology platform designed to validate, standardize and enhance customer data.

Direct mail and lead-generation programs are more cost-effective, as the company can market more precisely to a smaller number of customers or prospects.

Client profile

- A leading producer of large-format art and digital graphics
- Offers a wide range of graphics solutions including wall decor, art reproductions and professional photography
- Specializes in large art and personalized "art on demand"



Solution

The art company began by consolidating all its data sources into the Precisely Spectrum Context Graph, then using Precisely matching engines and tools to deduplicate customer records. This yielded a 'true' customer base of 1.5 to 1.8 million clients, much less than the 3 million recorded before deduplication.

Next, the company integrated Precisely GroundView™ Demographics with the customer data. GroundView™ provides over 8,200 demographic and economic variables for multiple layers of geography, from the block level to national totals. This helped the company build detailed profiles of target customers and prospects.

Precisely then deployed CAMEO, its consumer segmentation demographics solution, to validate and link customer address information to the demographic data. This gave the art company a deeper understanding of customers, including where they live and how they behave.

Using GroundView™ and CAMEO, the company determined that its target market consists of high-net-worth individuals who may be decorating second homes or vacation properties. This enabled the company to refine the messaging and distribution of its direct mail campaign. In addition, for subsequent campaigns, the art company has been able to more precisely target all forms of marketing.

The art company leveraged the single customer view to segment its customer data and develop geofences around specific venues, then fed that data into specific marketing campaigns. Each campaign leverages the information in the single customer view to tailor direct mail, email and online ads to reach the right individuals at the right time to maximize the likelihood they will make a purchase.

Benefits

The company saw immediate returns from the consolidated view of customers. While its overall record count dropped by almost half, it gained a better understanding of its clients — their lifetime customer value, where they live and shop, and even how they respond to online and email promotions versus direct mail and physical advertising.

All forms of marketing have benefited. Direct mail and lead-generation programs are more cost-effective, as the company can market more precisely to a smaller number of customers or prospects. Moreover, the company is using the GroundView™ and CAMEO data to identify customer preferences, then adjusting advertisements' content and placement to more effectively reach its target audience. It is also using these insights to guide customers to preferred websites or third-party channels, enhancing the customer experience while supporting cross-selling.

Perhaps the numbers speak for themselves. The Synchronize campaigns have increased clicks and views to the art company's event landing pages. One campaign increased sales more than 200 percent over the previous year.

The company, armed with a precise and comprehensive view of its customers, has generated over \$3 million in additional art sales in the short term; it is well on its way to achieving its goal of a \$5 to \$6 million increase in annual sales.

Technology used

- Spectrum Context Graph
- CAMEO Segmentation
- GroundView™ Demographics
- Spectrum Data Quality

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