
Tips for Retailers:

Leverage Unique Data Attributes
to Improve Response



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Tips for Retailers: Leverage Unique Data Elements to Improve Response

You may have heard about geo-targeting and smart data. You may even suspect that they could work in tandem to help your business achieve a greater return on marketing investment. But getting started is another story, especially given the complex algorithms behind the scenes.

Thankfully, there's DirectMail.com, one of the most trusted sources in geo-targeting and smart data solutions. We have the data visualization tools you need to simplify complex data scenarios, making them more actionable for your CRM campaigns.

Learn how our proprietary technology can be used to leverage geography, demographics, interests, and buying data to quickly and inexpensively attract new customers and retain existing ones.

The Multi-Channel Retail Industry – Key Trends and Challenges

The modern retailer struggles primarily with customer experience optimization and customer relationship management. Brick-and-mortar stores are seeing an increase in supply costs and rent along with a decline in in-store traffic. They struggle to have an appealing and relevant assortment given the proliferation of online competition. Online businesses, on the other hand, struggle to understand their customer profiles and household demographics and off-line buying behavior. They often lack the expertise to analyze data outside of online transactions.

In this complicated, hyper-competitive retail environment, there is one constant: the importance of data integration to support the customer experience. For example...

- A clothing store that struggles with an aging customer base can use customer profile segmentation to improve messaging.
- A furniture store that struggles with brand recognition can focus on channel preference, identifying the optimal media mix and data roadmap.
- An online hardware store that struggles with declining new sales can focus on the acquisition of new data that's targeted and accurate.
- A chain of pharmacies that struggles with an increase in marketing ROI can focus on geographic data sourcing and location intelligence.

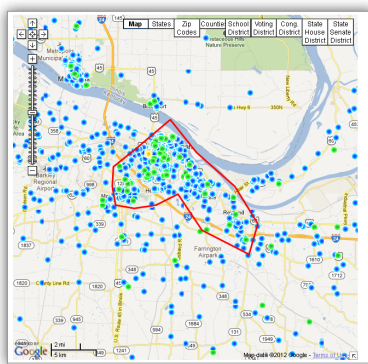
Smart Data Solutions to Fuel Your Campaigns

Pinpoint Key Predictive Elements for Audience Targeting

With the right data, you can more easily decide on the best balance of direct and digital messages. This integrated approach ensures that your marketing messages and offers are top-of-mind. Using a combination of web-based data analytics and understanding the right predictive elements and messaging strategy tells you the best way to approach your prospects and customers. By combining these elements (see “Key Predictive Elements Chart” with GeoInsight and location intelligence, provides an increased level of predictive power and ROI to your B2C campaigns.

What Data Sources do many B2C Brands leverage for customer marketing?

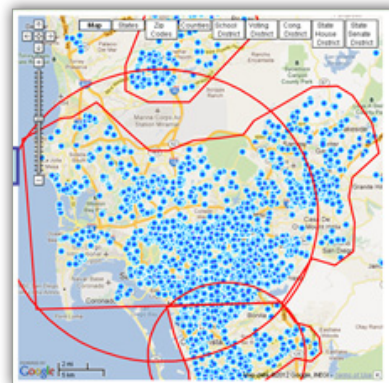
- GeoInsight – Smart Targeting, Visualization and Segmentation Engine
- Demographic attributes
- Behavioral insights
- Financial Personalities
- Health and Wellness Predictive Elements
- Lifecycle & Interests Triggers
- Reverse Email & Phone Appends



Retail Marketing Example: Use GeoInsight and segmentation to improve targeting and ultimately increase ROI

Key Predictive Elements for Retail and Multichannel Businesses

- Mobile Behaviors and Shopping Habits, Real Time Data Appends
- Omnichannel Touch Points – Digital Channel preference and receptivity
- Lifestyle, Family and Interests (Behavior Bank of interests for most specialty brands/retailers)
- Share of Wallet Index (i.e., Discretionary Income, Net Asset Scores)
- Mobility Indicator
- Digital Moms and Dads - Purchasing Power Scores
- Health and Wellness attributes
- Mail Order Responsiveness (i.e., 2X more likely to purchase via DM channel)
- GeoInsight Cluster Segmentation Models



Data Visualization: Identify existing customers, pockets of potential and travel patterns

Client Examples Offer Proof Positive That Smart Data and Targeting Gets Results

CLIENT SPOTLIGHT #1 | Amazon Locker



Client Challenge

Amazon identified a specific demographic they wanted to target for the soft launch of their new Amazon Locker service, and mail that demographic living within walking distance of their Lockers.

Our Solution – Location Intelligence to Boost Response Rates

DirectMail.com's GeoInsight solution was a perfect fit for Amazon's needs. Rather than just plotting a 5-mile radius and mailing to everyone, we were able to draw precise polygons, removing residents with walking barriers (such as highways) to the nearest Locker.

Results

After just one mailing, Amazon reported an increase in Locker usage by over 10%

CLIENT SPOTLIGHT #2 | Lawn Doctor



Client Challenge

Lawn Doctor was looking for an easy to use, powerful data solution to identify and create new franchise territories with the optimum household profiles required to support a growing franchise territory.

Our Solution – Retail Location Analysis

Lawn Doctor evaluated a number of marketing and data solutions, and ultimately chose our proprietary GeoInsight data solution. This solution provided their franchise group the ability to quickly and easily establish new territories, and provide accurate underlying demographic and behavioral data to support their projected growth strategies at an individual franchise territory level.

Results

GeoInsight proved to be an invaluable resource for Lawn Doctor's franchise territory development and sales.



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Mike Savage

VP, Marketing Solutions

301-855-1700 ext 399

msavage@directmail.com

For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through *Intelligent Marketer*, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.