

# Case Study

Retail: Data for high value customer acquisition

The campaign delivered an overall gain of £93K

## The Challenge

A leading provider of windows and doors in the UK, relying heavily on word of mouth and smaller out of home campaigns, wanted to grow their response rate with the help of REaD Group. From preliminary testing, social media and digital channels were not a best fit for the brand and alternative channels needed to be explored.

## The Solution

To find the most appropriate media channel(s) for the client, REaD Group created controlled testing groups using segmentation splits to look at postal, email and direct mail combinations. Consumers were targeted using attitudinal segmentation, households with high affluence and driving distance of showrooms. A second testing segment looked at the geographical areas where windows and doors had already been provided for another home on the same road.

## The Result

Those receiving just direct mail were the lowest performing segment. Groups that received multi-channel communication using direct mail and email saw a **500% increase in response**, with the most successful testing segment, using a combination of attitudinal and geographical segmentation driving a 700% increase, and a further **33% increase** compared to the DM/Email combination. The campaign delivered an **overall gain of £93K**, resulting in a **campaign ROI of 2.15**.

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