



REaD Group



# Case Study

## Retail: Large fashion brand

### The Challenge

As a premium British lifestyle brand in an ever changing retail landscape, Joules need to ensure that every aspect of its marketing efforts is market leading.

Following a tender process, we have been working with Joules to improve customer data quality, drive profitable acquisition campaigns and deliver insight to enable the segmentation of the Joules customer base. Previously work of this nature was conducted by a third-party with the data and systems held externally to Joules.

There was a need for this to be held within the Joules ecosystem to ensure that data could be accessed quickly and effectively. It was also imperative that data remained clean, compliant, and actionable at all times, so campaigns and projects could be delivered effectively and efficiently.

In addition, Joules wanted to continue their ecommerce and customer growth.

### The Solution

REaD Group provided several services in support of the Joules objectives.

- **REaD Cleanse** – To ensure that all Joules data is cleansed against the leading UK suppression files.
- **REaD Enhance** – To enrich the Joules customer base and increase the depth of information to include key lifecycle indicators. This included the provision of Intra – REaD Groups geodemographic segmentation solution.
- **REaD Prospect** – Using REaD Group’s professional services team we were able to build a bespoke acquisition model to ensure the most relevant customers were included in direct marketing activity. We also analysed data at a postcode level to deliver the most effective partially addressed campaigns.



### The Results

The Direct Mail and PAM campaigns have been very successful, driving strong response rates and healthy payback on investment.

Each campaign’s responders are fed into the next model build, continually refining our targeting so that we can continue to deliver strong results campaign after campaign.

Find out more  
Contact us today

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