

CASE STUDY:

Pre-Targeted Email

Improving Multichannel Marketing

Objective: The women's athletic apparel market is the fastest growing channel for apparel manufacturers. Apparel makers are seeing sales growth in the 20% or higher range. In an effort to increase market share in the women's athletic apparel market, a leading national athletic brand wanted to engage consumers across multiple marketing channels to drive in-store and online purchases.

Challenge: Utilizing a multichannel approach required email & direct mail to work in coordination to effectively deliver the desired response; however, recent campaigns had identified consumer fatigue with multiple email campaigns on prospect files. The cost of printing and mailing was also contributing to anticipated effectiveness of the campaign.

Strategy: ADS Data Direct proposed a Digital Multichannel Solution. Utilizing ADS data with matching cookies, the Client could serve display ads increasing consumer brand awareness about the upcoming promotions. Rather than get one impression ADS proposed serving up to 50 impressions before the email arrived. To further support the consumers that exhibited a marketable interest in the promotion the client had the option to send direct mail pieces to the consumer that opened and/or re-target the consumers that clicked reminder ads of the promotion.

Promotion: The Client's offer was a co-branded campaign, incentivizing the consumer with two offers for responding the campaign. Double the reward points with purchase with the retailer and a 10% off the women's athletic apparel at purchase, online or at the retail location. Consumers could print coupons or present a mobile coupon at point of purchase and claim their loyalty points by presenting their card.

Implementation: ADS worked directly with the Clients planning team to coordinate the planning for matching email with cookies. Because the data was linked directly to the individual consumer from consumer at the opt-in source, the

Email Fatigue

Email has matured as a marketing medium, marketers are consistently challenged with increased consumer email fatigue. The usage of email by so many legitimate marketers and by spammers have lessened the impact of email; however, the cost effectiveness of the medium makes it too irresistible to resist. So the question remains, how can marketers make their emails relevant? By recognizing your targeted audience and knowing how they interact with the marketing media gives you the greatest insight into how to be successful and avoid email fatigue. Like Radio and TV, frequency of impressions is the key to success. Sending too many emails to consumers however drowns out the effectiveness of your message. The key to having effective emails begins with the data. Having multiple channels associated with your data allows you to engage your consumer. By running Pre-Targeted display ads online, you are generating consumer awareness (plus direct sales) in advance of your email deployment. This builds frequency and brand awareness thus increasing consumer response rates by over 20%! For consumers who clicked on your email, you can Re-target them with display ads, adding another 5-10% increase in response. Of course a solid marketing message must be used, but coordination between the email and digital display ads allows prospecting to be highly targeted because you have matching emails and cookies. Combine these same principles with Direct Mail and you can see response rates increase up to 36%!

process was seamless and had a 100% match rate. The clients planning team tested four groups. All four lists targeted women 18-34 years of age, income \$25K-\$99K, Fitness and Active lifestyles.

Group A: Competitive third party subscriber list, strictly email, one time drop, modelled for consumers that fit the Active Fitness Lifestyle.

Group B: Competitive third party subscriber list, strictly email, one time drop, data geared to consumers with Gym Memberships.

Group C: ADS data, one time drop, strictly email, data used were consumers who live a Fitness Lifestyle.

Group D: ADS Data, 7 Day Pre-Targeted Ad Network campaign with promotional offer, matched email one time drop.

Results: The campaign generated significant results based on the type of data and methodology used. Compared to groups A & B, the ADS (group c) data out performed its competition by 24.8%. The modelled data performed efficiently on response rate and the cost efficiency of its pricing. Group B was eliminated from contention based on its pricing and poor response performance.

The anticipated performance for Group D surpassed anticipated expectations. The Client expected to see an increase in response; however, they were concerned that additional cost would increase the average cost per lead in comparison to the one time drop email. The data from the test demonstrated that the increased number of impressions not only increase overall response rates, it also drove down the average cost per response.

	<u>Response</u>	<u>Clicks</u>	<u>CPC</u>
Group A-Modelled Data	1.21%	1207	\$ 4.14
Group B-Gym Membership	0.96%	960	\$ 6.77
Group C-ADS Data	1.61%	1610	\$ 4.04
Group D-ADS+Digital	2.74%	2740	\$ 3.65

Conclusion: The Client determined that the ADS data not only performed stronger in a head to head comparison, it also demonstrated the effectiveness of a digital multichannel approach. The Client determined the efficiency of having matching email and digital display reduced the need to match cookies with third party vendors, and decreased the overall cost per ad impression while maximizing the deliverability of the email campaign.

ADS Data Direct was awarded the remaining campaign of 600K records. ADS recommended Re-targeting to the consumers who clicked on the email during the following 24-36 hours, which resulted in a 17.8% reduction in the overall cost per click.