

# A CRM Program that Grows Along with Babies

Insight-driven CRM strategy doubles open and click rates



## About

- A leading U.S. baby-care brand made a significant IT investment in a marketing data warehouse and in marketing automation and analytics in 2010.
- OgilvyOne was appointed CRM agency of record in 2011.

## Challenge

- Research showed a big increase in the brand's lifetime value when its products were a mom's first purchase in the category.
- Clearly, the brand needed to engage moms as early as possible to earn their first purchase. Then the brand needed to keep them engaged with relevant and timely communications to support ongoing sales.

## Solution

- Developed a CRM engagement strategy based on specific consumer journeys and need.
- Life-cycle- and trigger-based communications were designed to drive behavior at key conversion points, from pregnancy through potty training.

## Impact

- Over 1.2 million messages are now delivered each month to 45 segments of moms who purchase the brand's baby-care products.
- Nearly 85,000 DM-only consumers were converted to emailable, saving over \$160,000.
- Open and click rates have doubled prior results, and significantly exceed industry benchmarks.
- The business is able to track digital coupon redemption and sales lift for the first time.

## Case Study

### Industry

Consumer Packaged Goods

### Area of Expertise

CRM

Data & Analytics

### Key Contacts

North America:

Jimmy Schougaard

[jimmy.schougaard@ogilvyone.com](mailto:jimmy.schougaard@ogilvyone.com)

Asia Pacific:

Lucy McCabe

[lucy.mccabe@ogilvyone.com](mailto:lucy.mccabe@ogilvyone.com)

Europe, Middle East & Africa:

Ann Higgins

[ann.higgins@ogilvyone.com](mailto:ann.higgins@ogilvyone.com)

Latina:

Matias Alpert

[matias.alpert@ogilvyone.com](mailto:matias.alpert@ogilvyone.com)