



# 200% Marketing Impact: How Celebrus Transformed Marketing Campaigns

USE CASE: CROSS-CHANNEL MARKETING INTEGRATION | INDUSTRY: RETAIL



24%

Increase in impact of  
paper-based  
marketing

↑ ROI

Significant ROI  
optimization & cost  
reductions

## CUSTOMER PROFILE

- 2,000+ employees across UK
- 77% of new customers from online
- 71% of traffic from mobile

## USE CASES

- Predictive analytics
- Omni-channel and offline aggregation
- Return on marketing effectiveness

## CHALLENGES

As a catalog and mail-order retailer, the company's success had long been driven by paper-based direct marketing. However, with 77% of new customers now arriving online and 71% of digital traffic coming from mobile devices, the company recognized the need to optimize ROI from its paper marketing. The challenge was how to reduce their reliance on paper without negatively impacting demand, all while improving the digital customer experience and increasing the efficiency of their marketing spend.

In order to evolve and enhance the digital experience for customers, the organization focused on the next elements of their journey:

- Grow overall order values
- Support better strategic and tactical decision-making
- Evolve and enhance the digital experience for customers
- Increase the effectiveness of their marketing initiatives
- Improve efficiencies in marketing spend

## SOLUTION

The company turned to Celebrus' granular, cross-channel customer data to gain deeper insights into the effectiveness of their paper-based marketing activities. By integrating this data with SAS and Teradata (Customer Interaction Manager and Aster), the marketing team was able to build sophisticated models that identified the most effective direct marketing activities. This allowed them to refine their contact strategies, focusing resources on the efforts that would have the greatest positive impact on demand.



## GOALS

### Prioritize High-Impact Paper Mailings

The goal was to identify which paper mailings were driving the most demand, allowing the team to focus investment on the highest-impact mailings. Using a 'Response Cube,' they assessed the incremental impact of each mailing and combined this with Celebrus data to track customer web sessions and visitor rates. This approach helped categorize mailings as either positive (driving demand) or negative (having no effect or reducing demand).

### Develop Optimized Contact Strategies

Another objective was to enhance the targeting and effectiveness of their contact strategies. Using Celebrus' online behavioral data, the team segmented customers into "online" (those with high online order penetration, low older product preference, and frequent web sessions) and "offline" (those displaying the opposite behaviors) groups. This segmentation allowed them to build more targeted and efficient mailing strategies, reducing costs and improving the ROI of their marketing efforts.

### Optimize the Frequency of Mailings

The company also aimed to optimize mailing frequency, ensuring they weren't oversaturating customers with excessive mailings, particularly online shoppers who were less likely to respond to paper mailings. By using a 'Contact Density Model' based on sophisticated testing and analytics, the company was able to identify the point at which additional mailings would yield diminishing returns. This helped them reduce unnecessary costs while maintaining effective customer engagement.



Our business focus is not just efficiency, but also growth. What makes our achievements in maximizing the efficiency of our paper-based marketing really outstanding is the fact that, by reinvesting the costs savings from paper mailings into digital channels, we have seen a major leap in our marketing ROI.

## RESULTS

By focusing on the most effective mailings, the company achieved a 200% increase in the impact of paper-based marketing. Eliminating negative mailings reduced print and postage costs, while refining contact strategies improved ROI. The mailing response score, incorporating data from transactional, demographic, and web behaviors, helped optimize targeting and customer engagement.

The 'Contact Density Model' revealed diminishing returns from excessive mailings to online customers, allowing for more precise targeting and efficient contact frequency. With over 25 predictive models now in use, the company fine-tuned customer segmentation based on purchase probability, value, and more.

The reduction in paper marketing costs led to reinvestment in digital channels, driving increased demand and revenue. Additionally, the environmental impact of reduced paper usage was a significant bonus.