



Retail Case Study: Better Engage Best Customers

Objective: A major speciality retailer needed to better engage with brand advocates.

The company found that it was failing to foster strong relationships with customers who created registries on their website or in their stores. The customer's lifetime purchasing behavior and their registry details were siloed from the marketing department, making it impossible for the company to nurture this critical relationship with what should be their best customers.

Strategy:

Capture registrant purchase behavior across all platforms - catalog, ecommerce and retail.

Integrate and deliver registrant purchase behavior and demographic information to marketing.

Develop distinctive targeting for each customer segment to better serve their needs and enhance their brand relationship.

Solution:

Pluris Marketing developed a marketing database solution that consolidated customer look-up functionality at Retail POS. This feature enabled the retailer to view a customer's profile and purchases across all retail locations and channels.

Pluris monitored real-time customer behavior to better understand purchase behavior.

Pluris built distinctive communication models to improve brand affinity.

Pluris utilizes these communication models long after a registrant's event date by sending Anniversary emails and incentives.

Pluris developed targeted messaging strategy to registrants

Results:

25%

Increase in program revenue due to improved marketing to registrants

150%

Increase in the volume of marketable leads within the first year.

25%

Higher average spend per order vs. non-registrants.