TAYLOR™

RESPONSE RATE

SALES REVENUE

DATA PERFORMANCE

Outcomes

Due to the project's success, the client has awarded Taylor six more campaigns using additional channels and data sources.

Retailer Achieves $16 Million in Revenue with Marketing Advantage Program

RESPONSE RATE
The campaign's response rate was 2.49%, exceeding the industry average for similar efforts.

Challenge

A retail client wanted to acquire new customers leveraging a special promotional price-discount offer. Knowing the results needed to outperform its previous campaigns, the client approached Taylor for fresh, creative ideas.

Solution

Taylor created a Marketing Advantage Program called New Customer Acquisition and built a campaign leveraging strategic data, including the use of 12-month active customer data to create four customer life-stage personas. Based on these personas, Taylor designed a hyper-personalized distribution strategy.

For the targeting strategy, Taylor selected five data sources:

- Triggered data (one source) = 87,000 contacts
- Custom AI data model (one source) = 403,000 contacts
- Specialty data (three sources) = 34,000 contacts

Taylor also ensured the campaign timing matched the client's seasonal promotions and performed 90-day assessments to compare the targeted prospect group's sales to a control group.

SALES REVENUE
The campaign generated 13,000 individual sales and $15.9 million in revenue for the client.

DATA PERFORMANCE
The triggered data and AI data generated lifts of 219% and 289%, respectively, over traditional sources.