



RETAILER SEEKS IMPROVED CROSS-SELL PERFORMANCE

RESULTS

Taylor's marketing analytics solution significantly increased sales, leading the client to rapidly expand the program.

CHALLENGE

A prominent national retailer wanted to use advanced analytics to identify customers most likely to purchase a premium auto-protection product. Results of the client's previous cross-sell initiatives were not data-driven and had yielded mediocre results.

SOLUTION

Taylor applied decades of experience with direct marketing and data analytics to elevate the performance of the client's cross-sell effort. The outcome was a comprehensive plan that turned the client's raw customer data into a "marketing ready" asset capable of lifting an underperforming acquisition campaign.

- Utilizing proprietary artificial intelligence technology, Taylor identified customers who had made purchases within the past year and were most likely to purchase the client's premium products.
- We then implemented a formal test comprised of a direct mail campaign with an email follow-up. Each touchpoint offered a \$100 discount off the regular price of the premium product and gave the recipient a 45-day window in which to sign up.
- Promotions were sent in three waves over a three-month period and included a control group benchmark to ensure an accurate assessment of results.



REVENUE

Roughly 1,300 customers made a purchase, resulting in sales of nearly \$600,000.



SALES PIPELINE

The campaign also generated more than 1,000 additional high-potential sales leads.



RESPONSE RATE

Program metrics showed a significant incremental sales lift versus the control group.