

Dazzling Results for Iconic Multichannel Jeweler

Test and rollout strategy with custom-modeled Path2Acquisition audience delivers golden performance.



Challenge

This iconic jewelry brand has been reaching its target customers at brick-and-mortar locations, online, and via catalog for decades.

Their key challenge is identifying new customers in each channel to drive incremental growth, even with a highly optimized marketing mix.

The client came to our team seeking a unique source for new customer growth that could deliver solid response as well as efficient ROI.

“Finally, a company who can combine intent data with direct mail response history! We're excited to see how this opens up previously overlooked target audiences!”

-Principal, Marketing Consultancy



Solution

Given the emphasis on new customer growth, we recommended the client test our Path2Acquisition model as a first step for a quick, straightforward read on results and future potential.

In addition, we collaborated with the client to activate a website tag, which ensured that future audience modeling could benefit from the powerful intent signals derived from site visit data.

Results



132

Response Rate
Index



179

\$/bk Index

The initial Path2Acquisition test achieved the client's performance benchmarks and delivered solid results versus other audience sources.

The successful test opened the door for a significant rollout in subsequent campaigns. What's more, the addition of site visit data enabled the client to dramatically increase circulation and reach to highly responsive target segments.

- +1000% increase in target audience reach
- +46% average response lift vs other audience sources

