

12/07/11

[www.transactis.co.uk](http://www.transactis.co.uk)

## Transactis forges deal to expand relationship with home shopping brand Damart

*Data insight firm to bring its expertise to bear in boosting clothing seller's UK targeting of new and existing customers*

Customer insight and database marketing specialist Transactis has signed a major new deal with catalogue and online shopping retailer Damart, expanding its activities in support of the fashion company's efforts to gain new business and grow its relationships with existing customers.

Damart, which had been using Transactis' prospect data solution for three years, has renewed its deal to use the company's Vision platform – which it will employ to drive direct marketing activity – for the next three years. In addition, Transactis will now be providing consumer insight and campaign management expertise to inform Damart's customer recruitment strategy.

Under the new deal, Transactis will also support Damart in its customer retention activities, providing insight to back the company's efforts at reactivating lapsed customers or expanding its relationships with those that are still active through cross-selling and up-selling.

As part of the new arrangement, the data specialist will work with Damart, which caters for the age 50-plus market, to more efficiently clean and update its consumer data from all sources to deliver cost savings.

John Bottomley, Marketing Director at Damart, commented: "Vision has already helped us to get better results from our direct marketing, so it was only natural for us to expand our relationship with Transactis to further boost our performance, especially in marketing to existing customers. This deal not only helps us grow our business but also cuts costs in several areas, which is vital in the current retail environment."

Victoria Hayward, Damart's Customer Recruitment Manager, added "We have learnt a lot over the past three years and are excited about taking this knowledge forward over the next three years by working closely with Transactis to further improve the way we target and communicate with both prospective and existing customers'.

Lee O'Connor, Account Director at Transactis, said: "We really strive to help all our clients get a better return on their marketing investment by targeting with more precision and cutting costs. Expanding our relationship with Damart will enable us to do that even more effectively moving forward.

Providing data and insight that companies such as Damart can take action on and use to increase profitability is at the heart of what we do, and when a client expands the relationship, that confirms that we are doing the right things for that company."

For more information please contact:

Victoria Smith or Hugh Filman  
Lindsell Marketing  
[victoria@lindsellmarketing.com](mailto:victoria@lindsellmarketing.com)  
Phone: 020 7402 0510

### **About Transactis**

Transactis creates insight from customer transactions and enables clients to act and communicate at an individual level. Using its unique data resources, specialist knowledge and innovative technology, Transactis delivers products and services that allow their clients to make better, faster and more informed decisions to generate greater efficiencies, profit and an enhanced experience for their customers. Honours at the 2009 Data Strategy Awards and Retail Week Technology Awards are the latest in a series of industry accolades for helping clients to maximise performance and value from their customer management investment. The company has offices in Liverpool and London.