

Damart has Vision

DAMART CURRENTLY HAVE 2 MILLION ACTIVE CUSTOMERS AND AIM FOR AN ANNUAL CUSTOMER GROWTH RATE OF 10%

DAMART WERE RELYING ON A TRADITIONAL LINEAR APPROACH TO RUNNING CAMPAIGNS, AND NEEDED A COST-EFFECTIVE AND TIME-EFFICIENT DATABASE SOLUTION TO DRIVE THEIR CUSTOMER ACQUISITION AND RETENTION PROGRAMMES. THEY ALSO NEEDED GREATER INSIGHT INTO THEIR CUSTOMER AND PROSPECT BASE THAT COULD DRIVE FUTURE CAMPAIGN ACTIVITY.

After reviewing Damart's existing mailing and operational processes, Transactis developed an integrated solution using its revolutionary desktop marketing tool, Vision®. Vision® provides access to exactly the right prospects for each offer, plus all the tools required to create targeted direct marketing and get powerful customer and prospect insight – all directly from a desktop. Vision® was delivered in phases that minimised disruption to existing business operations, and web access to Vision® meant minimal IT input was required.

Using Vision®, Damart can:

- Allocate account numbers and campaign codes to every contact in the database, with campaign and transactional history for each individual.
- Streamline their 3rd party data buying by identifying overlap and differences in performance.
- A single view of customers and prospects for the first time, coupled with sophisticated tools for multi-channel campaign management and analysis.
- Access to 40 million prospect records, each with extensive profiles and information on multi-source purchases, demographics and lifestyle information, all with fresh feeds every month.
- The ability to quickly make informed, intelligence-led campaign selections and use results for continuous improvement in campaign performance.

The benefits to Damart and overall campaign results since using Vision® have been outstanding.

- The project was cost neutral after only 12 months – all costs were offset by subsequent savings in campaign processing and data purchasing
- Campaign turnaround times reduced by 50% from 12 weeks to 6 weeks
- Significant improvements in every aspect of campaign performance – the cost of new customer acquisition has decreased by 30% on average and the spend per new customer has increased
- Customer reactivation campaigns have seen an increase in response of 30-50%
- Greater customer and prospect insight, e.g. a detailed view on which demographic and behavioural variables drive response
- An effective contact strategy due to a greater understanding of the relationships between contact frequency, seasonality, customer profile and responses across different channels
- Accurate segmentation of the customer and prospect base for highly accurate and effective targeting

Damart's Marketing Director John Bottomley comments...

"Vision® has given us more control and better results from our direct marketing, over-delivering in almost every respect. Campaign timings have been slashed and costs have significantly decreased because we now buy data more effectively. Vision® has already paid for itself and the improved response it is able to generate means our campaign ROI is consistently on the up."