



Case Study

Tool and Equipment Retailer Personalized Multichannel Communications Drive Store Traffic

"Integrate your marketing content across print and digital media channels to create highly personalized campaigns that engage consumers and drive sales."

Blane Ridenbaugh, Sales Representative, Quad/Graphics

Founded as a small, family-owned mail order business, this retailer has grown into a leading discount tool business, selling great quality tools at low prices in more than 500 stores nationwide and on its website. The retailer carries more than 7,000 items such as air and power tools, shop equipment and hand tools, and is a favorite of automotive and truck repair shops, government agencies, schools, manufacturers, contractors and tool enthusiasts.

CHALLENGE

This leading discount tool retailer needed to increase revenue by expanding an already successful advertising program and appeal to loyal customers with targeted, customized offers. The company had a solid process in place for collecting customer data – such as purchase history, frequency, and most popular store locations – and wanted to test a personalized direct mail campaign. So the retailer turned to us – an experienced direct marketing partner – to leverage that data into a campaign focused on driving store traffic.

" This targeted multichannel solution leveraged customer data to generate more loyal customer relationships and a significant increase in store traffic."



SOLUTION

We developed a personalized multichannel solution that created more loyal customer relationships by integrating both direct mail and email. Using the retailer's existing customer data, we helped create a personalized direct mail coupon booklet featuring special offers and savings based on the customer's purchase history, information about the two closest retail stores and a unique barcode that – when scanned at the store checkout – captured additional data for use in future marketing efforts. We also managed weekly trigger emails designed to follow these coupon book mailings and remind customers of special in-store offers and savings.

RESULTS

We helped the retailer realize a significant increase in store traffic. Our integrated direct mail solution made it easy for the company to get to know its customers better and target specific customer groups more effectively. Pleased with the results of our campaign, the retailer continues to mail monthly to groups of loyal customers, producing more than 4 million mailpieces each month. The information gathered continues to help gauge the overall success of its marketing efforts.



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