

Client spotlight

# The Bon-Ton Stores, Inc.

Spreading holiday cheer through SMS/MMS

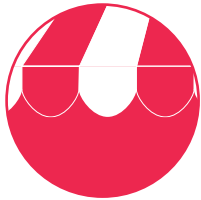
**14.5x**

the campaign goal  
for mobile opt-ins

# Challenges



[The Bon-Ton Stores Inc.](#), a regional department store company in the United States, desired a unique way to break through the holiday retail clutter. The company wanted to emphasize its unique position as a one-stop-shop for gift giving through an engaging cross-channel marketing campaign, while overcoming three big challenges:



## Wide range of products

With seven different nameplates (Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's, and Younkers) falling under the Bon-Ton Stores, Inc. brand, and a wide range of products offered, Bon-Ton wanted to find a way to showcase the breadth of gifts available in a manageable and convenient way, making the customer's gift giving experience as easy and enjoyable as possible.



## Limited mobile experience

While Bon-Ton's best customers cover a range of ages and preferences, it was unclear to the marketing team whether an intensive holiday mobile program would resonate with their unique audience. They had limited experience building mobile campaigns at scale, and sought an opportunity to experiment and test to see if the mobile space was right for their brand.



## Crowded market

Bon-Ton knew that holiday gift guides are a staple strategy among retailers. The brand wanted to develop a gift guide experience that was innovative, unique and engaging for their most loyal customers, allowing the best possible experience to stay ahead of competitors during the critical holiday season.





# The solution

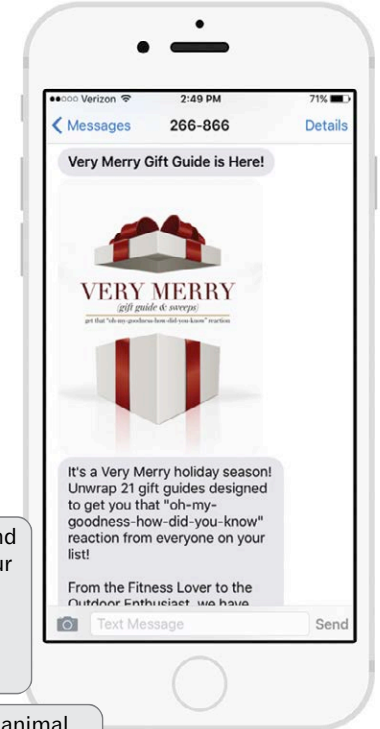


## Gift list sweepstakes powered by Cross-Channel Marketing

Bon-Ton worked with the Mobile Strategy team at Cross-Channel Marketing to determine the best ways to promote its “Very Merry Gift Guide” campaign across channels (including mobile) during the holiday season. Each day for 21 days, the brand released a new personality-based gift list and encouraged its customers to either purchase the products directly or enter to win all 10 products on the list through an interactive sweepstakes webpage. Those who participated in the daily sweepstakes were also automatically entered to win the Grand Prize – all of the products featured during the full campaign lifespan.

Through the Cross-Channel Marketing Platform, Bon-Ton increased engagement by offering customers the opportunity to receive daily mobile message reminders by texting in the keyword “MERRY.” The program included both SMS and MMS, such as animated gifs, and was promoted on Bon-Ton’s website, in emails and with in-store signage. The SMS and MMS content was also personalized to fit the specific Bon-Ton Stores, Inc. brand which include Bon-Ton, Bergner’s, Boston Store, Carson’s, Elder-Beerman, Herberger’s and Younkers department stores with which the customer was accustomed to engaging.

**Text messages were fun and whimsical, leaving customers with playful, positive interactions and encouraging them to enter the daily sweepstakes:**



Bon-Ton: Give them something to “taco” ‘bout... gifts for FOODIES, so good they will eat ‘em right up! Enter to Win ><http://dqs.co/992b4b> RplyMSTOtoend

Bon-Ton: Happy Howlidays! Find something extra special for your FOUR-LEGGED FRIEND! Gift Guide + Enter to Win ><http://dqs.co/cwnvbk> RplyMSTOtoend

Bon-Ton: Pizza socks + animal cracker shampoo...we have gifts for TEENS that are #TotallyAwesome. Gift guides & more ><http://dqs.co/rqerye> RplyMSTOtoend

Animated gif MMS introduced subscribers to the campaign

# The results



With the help of the experts at Cross-Channel Marketing, Bon-Ton's Very Merry Gift Guide far surpassed its campaign goals. It also proved the value of the mobile channel among Bon-Ton's customers, which has helped the marketing team prioritize the mobile experience as a larger part of their overall strategy.

## 7,260 gift guide opt-ins

within 21 days, achieving 14.5x the original goal

## Gold Winner

for Mobile Strategy at the 2015 Retail TouchPoints Customer Engagement Awards

This campaign was a perfect combination of innovation and strategy and was designed around how our customers expect to interact with our brand. It was a milestone on our path to move our mobile program(s) a step forward as we grow as an omnichannel organization.

– Tiffany Cooley, Vice President of Marketing, The Bon-Ton Stores, Inc.

Working with our partners at Cross-Channel Marketing was essential to making this campaign a success. We rely on Experian's knowledge, expertise and technology to help ensure success in our mobile initiatives, such as the Very Merry Gifting campaign.

– Robin Brannin, Digital Marketing Manager, The Bon-Ton Stores, Inc.



# About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 267 stores, which includes 9 furniture galleries and four clearance centers, in 26 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves.

**For store locations and information visit [www.bonton.com](http://www.bonton.com). Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the fashion, beauty and lifestyle blog, [#LoveStyle](#).**



## About Cross-Channel Marketing

Cross-Channel Marketing is a global leader in leveraging customer data to empower insight-driven marketing through unrivaled data management, a real-time communication engine, powerful analytics, and the industry's highest-rated client services team.

Experian has been dedicated to harnessing the power of data to create opportunities for both businesses and consumers alike for over thirty years. With significant presence in the world's largest economies and a portfolio including many of today's most well-known and respected global brands, we provide enterprises with unique competitive advantages through marketing services and advanced technology. Cross-Channel Marketing is a global company that operates in 17 countries, with headquarters in New York City.

**For more information, please visit [www.experian.com/marketingservices](http://www.experian.com/marketingservices) or give us a call at 1 844 747 1667.**