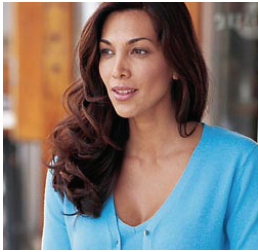


Boston Proper understands its customers better with TrueTouchSM



Client

Boston Proper is a national catalog and Internet retailer that offers a wide variety of women's clothing and accessories. The cataloger targets active, contemporary women, 35–55 years old, with apparel ranging from casualwear to formal dresses and jewelry.

The original Boston Proper catalog debuted in 1982 and has grown significantly in the past two decades by focusing on customer satisfaction and the development of long-term customer relationships.

Challenge/Objective

Boston Proper wanted to learn more about its customers' purchasing behaviors and attitudes. While the retailer already used response-based transaction and demographic information to identify its customers' basic purchasing patterns, such as last purchase, amount spent, etc., the company wasn't able to pinpoint behaviors and attitudes that affected its customers' overall purchasing decisions.

"Consumers are getting more active and more demanding; they expect marketers to know them, add value to their lives and present them with offers relevant to their lifestyles and attitudes."

Doug Brown
Vice President of Circulation, Boston Proper

Solution

To help Boston Proper move beyond targeting based on transaction information to more sophisticated targeting techniques based on consumer behaviors and attitudes, the cataloger engaged Experian's TrueTouchSM solution. TrueTouch is a multidimensional solution that helps companies identify their best customers and prospects and then target those customers with the right message, at the right time through the right channel.

Boston Proper employed test versions of TrueTouch for two of its major catalog mailings — one in the summer of 2004 and another in November 2004 (its annual holiday mailing). The two TrueTouch components tested included:

- Impacts: a component of TrueTouch that helped Boston Proper identify similar customer segments based on attitudes and needs
- Touch-points: a component of TrueTouch that enabled Boston Proper to identify what message themes are most likely to resonate within specific customer populations

Results

Using TrueTouch, Boston Proper was able to divide its customer base into four segments, or populations. Two segments were found to be extremely “price sensitive” and were divided into two populations based on frequency of purchase. The other two groups were identified as “image shoppers” and also were further divided into two groups based on purchase frequency.

To test the responsiveness of each of the four populations, Boston Proper varied its catalog’s message or offering depending on the most appropriate trigger — price or image — as identified by TrueTouch. For example, customers who were considered “price sensitive” received catalogs with messages promoting sales and discounts, while those considered “image shoppers” received a message emphasizing the latest styles without promotional offers that might be perceived as cheapening the brand.

“Our customers expect us to know their preferences as they express them in their behavior. TrueTouch allows us to understand our customers better and communicate with them more effectively.”

Doug Brown
Vice President of Circulation, Boston Proper

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03/05

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