

Case study

Large CPG company

OBJECTIVE: A large CPG company partnered with a major membership retailer to conduct an email acquisition campaign measuring:

- Email **channel performance**; &
- Accuracy of a targeting **purchase model**.

SOLUTION: Our analytic team aggregated retailer RFM data over the campaign & matched against those 3MM campaign members to determine if significant differences exist in:

- Promoted product **purchase rate**; &
- **Overall purchase rate** (regardless of product purchased)

RECOMMENDATION: While the model accurately identified those likely to purchase, email did not prove an effective marketing channel

- No significant difference seen among modeled targets receiving an email compared to those who did not

Campaign Conversion Summary				
Key Metrics		Model Targets	Non Targets	Signif. Diff.
Email	Quantity	1.6MM	1.4MM	Yes
	%Purch. CPG	3.63%	2.13%	
	% Any Purch.	6.38%	4.69%	
Non-EM	Quantity	160K	140K	Yes
	%Purch. CPG	3.61%	2.08%	
	% Any Purch.	6.30%	4.64%	
Significant Diff. (90% CI)		No Yes	Yes Yes	