

Meredith Corporation drives success using a single customer view across all channels

ABOUT

Meredith Corporation is one of the nation's leading media and marketing companies, using multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.



Meredith's National Media Group reaches 100 million unique American women, including 60 percent of millennial women. Meredith is the leader in creating content across media platforms in key consumer-interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents and Allrecipes.

With more than 100 million names in its customer database, covering over 80 percent of American homeowners, the publishing giant needed a best-in-class service to maintain the quality of its most valuable resource: its extensive customer data, more than half of which they have online and offline relationships with. Having a single customer view was essential for Meredith's cross-sell, up-sell, prospecting and reactivation programs. Equally important was Meredith's ability to monetize its data through the creation of large-scale, descriptive and actionable digital audiences to attract advertisers for its online channels. The publisher needed to understand and demonstrate a single view of its audience members and their activities across all channels to monetize their data effectively.

OBJECTIVES

Meredith required a service to integrate and link its disparate data in order to deliver an integrated, accurate and persistent view of its customers and prospects. Because Meredith maintains an in-house customer relationship management (CRM) system, it needed a process to:

- Recognize who the customer was in real time and integrate his or her activity into a single view
- Use the single view of the customer to improve up-sell and cross-sell opportunities through improved targeting
- Monetize data by increasing ad sales both online and in printed publications.

“Experian Marketing Services outperformed the competition in head-to-head tests of its linkage technology. Meredith already worked with Experian, utilizing its quality data and list processing services. Collectively, we looked at each part of our business model and determined that Experian's end-to-end solution delivered the right solution for our needs”

— Janet Donnelly, Vice President of Consumer Marketing for Meredith Corporation

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SOLUTIONS

Meredith implemented Experian Marketing Services' proprietary advanced linkage technology that leverages its core capabilities and data assets to meet Meredith's specific marketing needs.

Single Customer View

Using a persistent ID to link disparate data and customer profiles across the entire customer database, Meredith was able to see all the activities associated with an individual across all channels.

Through this lens, Meredith was better able to deliver relevant content to its customers, and digital audiences to their advertisers. The linkage service offered cost savings, streamlined functionality and, most importantly, improved accuracy within Meredith's data assets and overall campaign strategy.

Consumer Intelligence

Meredith used Experian Marketing Services' rich data to leverage predictive insights to understand and better anticipate evolving consumer and audience behaviors and channel preferences. It instituted a daily feed of data to ensure it is using the most relevant data possible, including individual activity data.

Meredith used this data to enrich what it knew about its customers and prospects, in order to deliver a highly relevant message. This included appending life events — such as becoming a new parent or homeowner — to help Meredith target an ever-renewing group of customers that could benefit from Meredith's content. Using this life-stage data helped Meredith increase up-sell by 7 percent – 10 percent and deliver improved product recommendations. Meredith is now able to target its existing customers more accurately as they move through these life stages, strengthening campaign response rates and overall revenue

Data Hygiene

Experian Marketing Services provided Meredith with a suite of data-hygiene tools that maximize address deliverability, including an ongoing database maintenance process that ensures its CRM is continually updated with the most recent and correct information. Using additional data-enrichment functionality, Meredith was able to strengthen its prospect environment by capturing promotional history and easily eliminating duplicates. These services improved Meredith's ability to understand its relationship with its customers and prospects.

RESULTS

Experian Marketing Services delivered services that enabled Meredith to reduce costs, streamline processes and improve data quality in both the customer and prospect environments. The following results were achieved:

- Increased data monetization (ad sales) through improved customer and prospect profiling
- Increased circulation using data enrichment for up-sell and cross-sell
- Increased sales by making real-time recommendations based on previous purchases, enrichment and modeling
- Decreased mailing costs by increasing address deliverability and eliminating 4 percent to 6 percent of additional duplicate records

“Experian Marketing Services helped us with all aspects of our data-driven marketing, improving our ability to deliver ROI. Having a single understanding of our customer across all channels — beyond our own interactions— allowed us to improve our targeting, up-sell and cross-sell programs.”

— Janet Donnelly, Vice President of Consumer Marketing for Meredith Corporation

For more information on how Experian Marketing Services can help connect your customer data and grow your customer base across all channels, you can contact us at 1 877 902 4849 or email experianmarketingsolutions@experian.com.