

Case Study

Major retailer

OBJECTIVE: Major discount retail store wanted help developing a mail strategy to optimize cadence and response

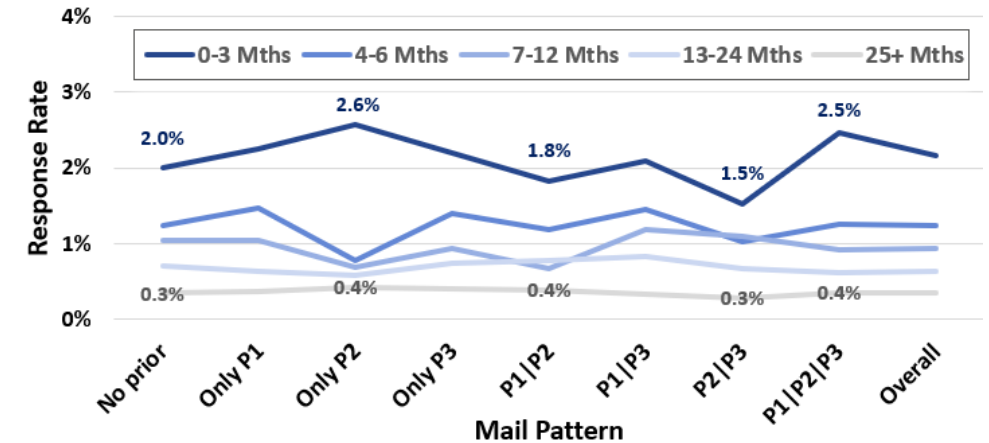
FINDINGS: Experian's Custom Analytics team worked with them to evaluate contact and response to the last year's campaigns

- Analysis was focused around the last three key campaigns
- **Recency Bias:** Response drops with longer gaps between contact
- **Deluded Attribution:** Hard to decipher optimal pattern and attribution with heavy inclusion across campaigns

RESULTS: While key insights were found, exhaustive prior contact prevented direction on optimal cadence. To foster testing and implementation Experian helped implement client's long-term contact cadence:

- **0-60 Month:** Structured strategy over a 3 month period to determine optimal cadence
- **60+ Month:** Rest and mail once a quarter; switching to email

RESPONSE BY CANDANCE



Mail Pattern % Mail Qty	Recency (Months Between Contact)				
	0-3 Mth	4-6 Mth	7-12 Mth	13-24 Mth	25+ Mth
No prior	16.0%	0.3%	0.4%	0.8%	2.2%
Only P1	15.7%	0.2%	0.2%	0.2%	0.2%
Only P2	0.6%	0.1%	0.5%	0.5%	0.4%
Only P3	0.3%	0.3%	1.5%	0.8%	0.6%
P1 & P2	12.1%	7.5%	2.0%	0.2%	7.2%
P1 & P3	7.6%	5.2%	1.8%	3.1%	6.8%
P2 & P3	8.5%	7.8%	8.5%	8.4%	10.4%
P1 & P2 & P3	39.3%	78.6%	85.1%	86.0%	72.2%
Mail Qty	1,473,143	1,020,310	2,085,157	3,688,523	11,141,379
Overall RR	2.17%	1.24%	0.94%	0.63%	0.35%