Timely new customer acquisition is important for many businesses. For Diapers.com — an e-tailer that sells baby care products — it's critical to reach new customers before they develop loyalties to other retailers. Experian’s New Parent Database™ enabled Diapers.com to do just that and grow its customer base of new parents.

**Client**

Diapers.com was founded in 2005 by two time-constrained fathers, Marc Lore and Vinit Bharara, who found it very difficult to shop for diapers and other supplies while balancing busy schedules and caring for their children at the same time. With both fathers frustrated by searches for the right diaper size, wasted time waiting in store lines and traffic, and the lack of online diaper sources, Diapers.com was born.

Diapers.com began with one mission: to offer the lowest prices moms and dads will find online, along with the convenience of fast, free shipping and the best customer service around. Initially, Diapers.com offered popular name-brand diapers, wipes and formula. It soon added almost every baby product a parent could need — from bottles and baby food to shampoo and rash ointment and, most recently, clothes and nursery furniture. Diapers.com changed the way many parents buy diapers and today has more than 500,000 active users.

The key to Diapers.com’s business success — and its ability to grow as a company — is identifying new parents before they build loyalties with other baby care retailers.

**Challenge/Objective**

The birth of a child brings about significant lifestyle changes and the need for a wide variety of new products. While current users of Diapers.com give the Website rave reviews, the ability to identify new parents in the short time frame right before and after the baby is born — and drive them to the Website to purchase these products — is a big challenge for the company.

As a start-up, Diapers.com didn't have the time or the resources needed to compile and verify birth information from a variety of sources. In addition, the company didn't have the data it needed to segment this information by the desired attributes shared by Diapers.com's best customers — specifically, those with higher education and income levels who live in urban areas of the United States.
In response to these challenges, Diapers.com turned to Experian Marketing Services to identify a targeted list of new parents for its first direct-mail campaign in more than a year.

Resolution
Experian® worked with Diapers.com to identify and segment new and expectant parents using Experian’s one-of-a-kind New Parents Database.

The database contains more than 8 million prospects spanning seven months prenatal to 36 months postnatal. The compiled database uses more than 50 general public and proprietary sources, such as newspapers, baby photographers, retail stores, diaper services, maternity clothing stores and hospital gift packs, to identify approximately 3.2 million births, or 80 percent of annual U.S. births. Each source is tested and required to provide data in a preset format to ensure the database’s accuracy and deliverability. Experian also employs several quality-control methods to maintain the accuracy of its file, including test mailings, reporting of records from more than one source and duplication checks.

Using the database — along with targeted demographic selections of household income, education and mail-order buyers — Diapers.com was able to identify targeted U.S. households in need of child-oriented products and distribute a series of three direct-mail post cards with compelling new customer offers.

Results
Experian’s New Parent Database allowed Diapers.com to satisfy its main objective of reaching new parents before they establish a routine for purchasing baby care items elsewhere, and it also helped the company expand during a period of rapid growth.

To track the success of the program, Diapers.com included unique online coupon codes on each of the post cards. By tracking coupon code redemption, Diapers.com was able to demonstrate that use of the New Parents Database exceeded expectations for cost-effectively driving new customer acquisition. The success Diapers.com has seen using the New Parents Database has enabled the company to continue to scale direct-mail programs, allowing it to double the size of its acquisition campaigns.

As a result of the success of the acquisition campaigns, Diapers.com has been growing its customer base quickly. Diapers.com also has experienced a tremendous growth in sales, landing parent company Quisdi, Inc., on the 2010 Inc. 500 list at number 188 overall and number 8 within the retail industry.

Diapers.com continues to use the New Parents Database as a customer acquisition tool and is considering other databases that Experian Marketing Services offers for its recently launched sister Website, Soap.com.

To find our more about New Parents Database, please visit www.experian.com/small-business/new-parents-mailing-lists.jsp.