

Boden - Club Canvasse

Applying Experian shopping data across every marketing channel



Boden, a well established British clothing retailer, had been using traditional marketing channels to reach new customers. Boden's main objective was to increase customer acquisition in a cost-effective way by expanding their marketing strategy into unexplored digital channels.

About

Boden was first established in 1991 as a British catalogue retailer and is now a global business worth over £300 million a year. Boden mainly sells womenswear and employs over 800 people in over 60 countries, while staying committed to ethical and sustainably sourced trade.

Challenge

Boden had been executing recruitment campaigns across many channels including Direct Mail, Email and PPC. However, it was becoming a challenge to find new customers in a well-established UK market.

Experian had supported Boden's offline catalogue recruitment strategy for years based on providing targeted mailing segments, underpinned by Club Canvasse, which offers insight into the buying habits of over 17 million individuals in the UK. Having seen the success of these data segments in traditional channels the digital team were keen to understand if they could see comparable success in social media.

This would provide Boden with a new avenue for growth by extending their offline acquisition strategy into the digital world.

Solution

This enabled the team to execute this data offline and online as part of a wider data marketing strategy, enabling true cross-channel marketing.

Finally, to boost the effectiveness of Club Canvasse in line with Boden's KPIs, the team created an exclusion list by enhancing Boden's first party CRM data with Experian data. In this way, Boden would only engage with potential new customers.

By using a combination of data sets, the Experian team could activate in-depth, accurate audience segments initially through social media to execute relevant, targeted messaging at new potential Boden customers.

Contact us to find out more about Club Canvasse:

T:0845 234 0391

E:marketing.services@uk.experian.com

Boden - Club Canvasse

The results

Initial results showed that using Club Canvasse data (both offline and online) enabled Boden to reach a high volume of new, relevant customers across previously unexplored channels.

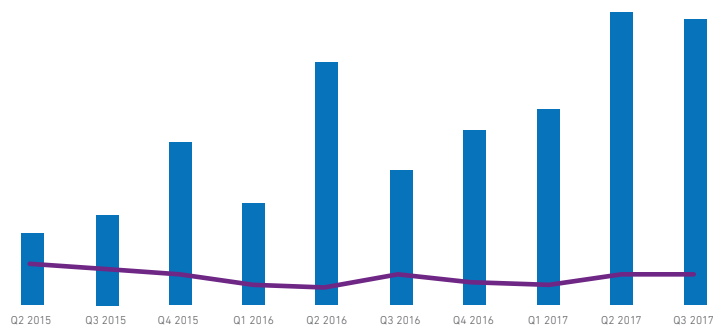
A 169% increase in the initial spend budget resulted in a 16% decrease in cost per acquisition (CPA) over the course of a year and a 273% increase in new customers.

This success has been translated into a wider marketing strategy where growth in acquisition continues.

“Thanks to the data-led targeting approach, coupled with the experts delivering our campaign, Experian has provided Boden with a new digital channel for acquisition. The resulting 5% of global sales will only continue to grow as the team continue to scale this channel”

— **Jason Garraway Smith**, Senior Digital Marketing Manager

Digital Results (Social Media): Total New Customers vs CPA



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

T: 0845 234 0391
E: marketing.services@uk.experian.com
www.experian.co.uk/markingservices

© Experian 2018.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.