

Boden - Digital Advertising

Data-led social media acquisition



Boden, a well established British clothing retailer, had been using traditional marketing channels to reach new customers. Boden's main objective was to expand their marketing strategy into unexplored channels to find new ways of increasing customer acquisition.

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 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 marketing activities for several years, by using many Experian data sets and channel-specific segmentations including Club Canvasse, Mosaic and Shopper Segments.

Experian's digital media team had experience and success in activating Experian data across online channels, so provided Boden with a new avenue for growth by extending their offline acquisition strategy into the digital world through Facebook.

This data would allow Boden to execute scalable acquisition campaigns on social media, with a cross-channel approach, to find new customers.

Solution

In line with Boden's KPIs, the team created an exclusion list by enhancing Boden's first party CRM data with Experian data. This way, Boden would only engage with potential new customers.

Experian Club
Canvasse

Experian
Mosaic
Targeting

Experian
Shopper
Segments

Contact us to find out more about
Club Canvasse:

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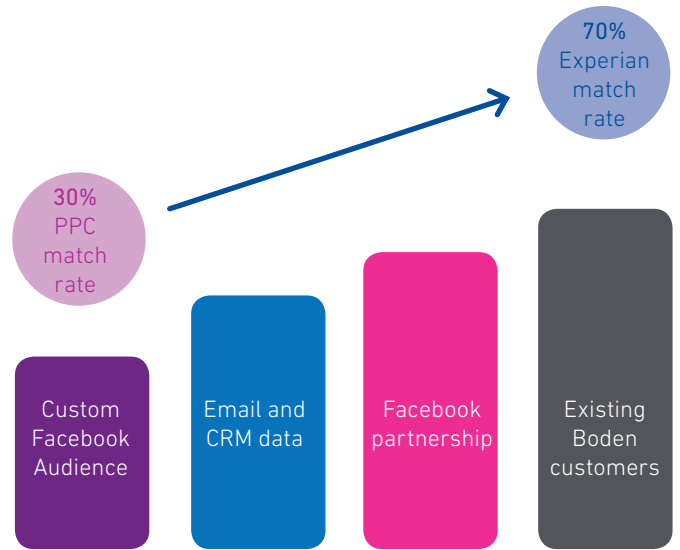
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The results

Results show that social media has enabled Boden to reach a high volume of new, relevant customers, simply by enhancing Boden's data with Experian (both offline and online) data and Facebook platform data.

A decreasing CPA of 16% over the course of the year, coupled with a dramatic 273% increase in new customers, has driven a 169% increase in spend from the initial test budget.

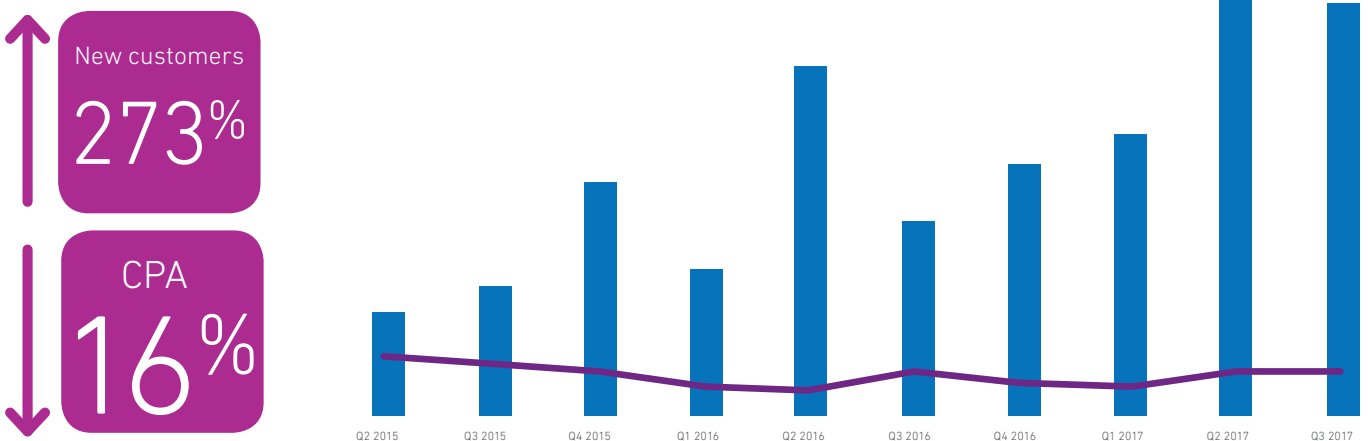
By expanding Boden's offline strategy into the online world with Experian data, social media has proven to be extremely profitable and cemented itself as part of the digital marketing mix.



“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

Social Media Results: Total New Customers vs CPA



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