

Experian's combined Facebook and e-mail marketing activity drives an ROI increase of 350% for a luxury retailer

Experian's long-standing relationship with an established US-based luxury retailer involved helping this client to understand its customers thoroughly and ensure that the brand is accessible to consumers, wherever they may be.

Challenge

Email is an ideal 'everywhere' channel, particularly given the meteoric rise in smartphone ownership. But increasingly, customers are also engaging across social media platforms such as Facebook, providing reach across mobile (84% of mobile users) as well as a base of 1.2 billion users. The retailer wanted to focus on maximising returns from email and social marketing and to re-engage customers with whom they had lost contact.

Solution

Experian uses Facebook's Custom Audiences product, which enables customer emails, mobile numbers or Facebook IDs to be used to identify target consumers on the social network.

Experian's Alchemy Social Ad Manager technology allows the retailer's to upload their email database to be uploaded and securely checked against Facebook's own customer database, matching customers against profiles to create 'Custom Audiences'. Crucially, no Personally Identifiable Information (PII) is disclosed during this process as the tool identifies the customer, not the contact details.

This solution provides targeting that is more precisely focused on the individual customer than ever before – enabling the client to engage with the user in the environment of their choice rather than focus on channels. This effectively maintains their accessibility and combines their email and social activity. Experian Marketing Services also segmented the client's email database based on their email engagement, in order to tailor the brand's messaging to these different behaviours.

The customers were split as follows:

- **Actives:** Receive email, open and act upon it
- **Inactives:** Receive email but may not open or visit website
- **Bouncebacks:** Don't receive the email because, for example, they've changed their address.

“An increase of 350% on ROI activity in Facebook.”

Case study

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Inactive and Bounceback email customers have been notoriously difficult to reach – until now. These customers were unresponsive to email marketing, however 'Custom Audiences' provides the ability to reach these individuals via an alternative channel. For Active users, this means that the company can now run integrated campaigns across channels. As an example, a customer who's grabbing their morning coffee on the way to work might read an email telling them about a flash sale that day – but not have the time to click through to the website. Later, when they have more time but may have forgotten the email, they log into Facebook and immediately see related advertising that refreshes their interest and takes them straight to the discounts on offer.

Inactive and Bounceback customers won't have seen the morning email. But now that the retailer knows some of these customers are on Facebook, it can deploy its understanding of what interests them with highly relevant Facebook adverts in their newsfeeds and use the Alchemy Social Ad Manager platform to effectively test multiple messaging combinations to generate a response and help to maximise return.

And of course, once a lapsed customer re-engages with the brand following engagement with Facebook advertising, the client has a new opportunity to gain vital, up-to-date contact data – further refining customer insight.

Results

During a month-long campaign using Experian's Alchemy Social Ad Manager, the retailer enjoyed:

- **An increase of 350% on ROI activity in Facebook**
- **Website traffic, orders and revenue significantly up versus using Facebook adverts alone**

Lastly, after initially using Experian Marketing Services' Managed Service, the client transitioned to being a self-service client of the Alchemy platform, thus continuing to easily input their own creative, email and advertising content themselves.

“Using Experian's cross-channel approach has lead to increased customer understanding, engagement and revenue – as well as a chance to target 'unreachable' customers.”

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