

Laithwaites Wine

Challenge:

Laithwaites Wine were inefficiently purchasing data of up to 22 million names!

Our challenge was to tackle this inefficient acquisition strategy and develop an effective prospect pool.



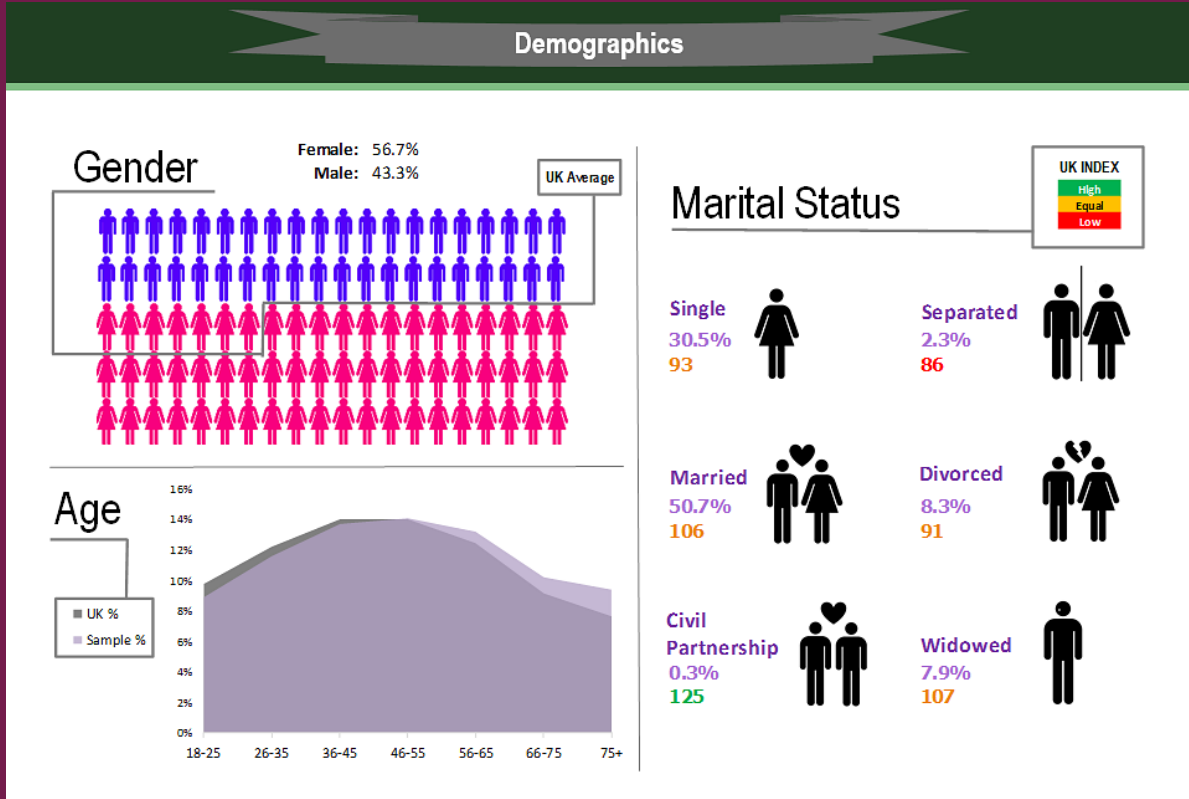
What we did:

Acquisition Strategy

We used our proprietary products PollenUK and Citizen to profile Laithwaites Wine's existing customers, building up a picture of their current target audience.

From this we developed a prospect pool of over 4 million contacts.

After initial targeting had commenced (both DM and email), we were able to closely monitor results and build statistical models to identify the most responsive contacts. This process allowed us to hone in on the best segments and select the best new prospects to update the prospect pool.



Outcome:

In year 1 we saved Laithwaites Wine over £280,000 by using the new acquisition strategy.

These reductions led to lower CPA's on lists and increased modelling and targeting meant overall response rates were uplifted 45% on the previous year