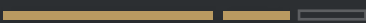


CAMPAIGN GENERATION



THE CLIENT PROBLEM

Our client, a **leading warehouse club retailer in the US**, was interested in:

- Creating a **targeting strategy** and **generating datasets** in a defined format for personalised/mass campaigns across channels like direct mail, email and digital/web
- Creating **prospect acquisition/member upgrade/customer engagement campaign files**
- **Automating recurring campaigns, building and executing multi-channel campaigns**

THE AQ SOLUTION

1 SETTING BUSINESS RULES

- Member exclusion: Excluding black listed members
- Category exclusion such as fuel, non merchandise, tobacco
- Store exclusions
- Customer options of 'do not contact' for direct mail/email
- Third party suppressions for direct mail and email list

2 TARGETING CRITERIA

Selecting members/cardholders as per the requirement based on:

- Demographics
- Firmographics
- Past engagement i.e. sales, visits, behaviour of members
- Propensity/attrition scores – Propensity to buy any category/renew membership

3

TEST AND CONTROL GROUP CREATION

- Defining groups based on recency, frequency, monetary value, channel of purchase
- Conducting random stratified sampling for each group at an all channel level to define test members and control members in each group
- Validating different metrics for 'test and control' groups, considering a 95% confidence interval

4

CODE EXECUTION

- Teradata
- Hive
- UNICA
- Oracle

5

LIST CREATION

- Text files – Direct mail files (household & non household formats), email files, digital files and instant savings formats
- Teradata/hive tables – Final campaign tables and the clients' personalized engine for 'Offer Assignment tables'
- Excel files – Any personal information and ad hoc requests

THE CLIENT BENEFIT

Campaign: We gave the client 'direct mail' output files for their media house, who could now just add content and do a mail out. We also gave the client email output files for personalized offers to be sent through UNICA which targeted members directly. Automated campaign workflows were also created using UNICA. Output files were created for the client's technology team who target members through digital channels.

Non-campaign: We provided our client insights support on new product information, invitation surveys, feedback surveys etc. This helped create a templated/workflow for different processes, reduced re-work time, increased analysis flexibility, helped in campaign process documentation and provided scale to run multiple campaigns weekly. Our team also provided expertise in testing and executing campaigns on tools and software developed by the client's technology team.



Thank You

For any queries, get in touch with us.

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