

CASE STUDY



Regional retailer optimizes circular and increases sales in struggling markets

Despite a reduction of circulation in some markets, sales actually increased due to advanced targeting!



8.3%

Sales coverage increase* against flat budget overall



186

Average composite index – 20 point improvement from prior targeting methodology



Leveraged client's database analysis, visit likelihood, and beverage interest data to identify 6.2MM high opportunity households

About Client

Established regional retailer, operating 166 stores across 14 markets, was not seeing the same results from print as they had in the past.

Client Situation

Shift in strategy as approximately half of the markets were underperforming and there was not budget for additional promotional activity.

Strategy

- Identified high opportunity ATZ's utilizing a database analysis, visit likelihood, and beverage interest data to reach the best loyal and acquisition households
- Optimized distribution by shifting distribution amongst the markets to focus on the best opportunity
- Despite a circulation reduction in some underperforming markets, we were able to gain approval for methodology by recommending an approach that covered more of their sales footprint

"I was impressed with your passion on the optimized profiling...the recommendation has been a success and our sales increased as a result"

- Sr. Director, Marketing

INSPIRING CONSUMERS TO ACTION



*62.65% of sales footprint covered previously, 70.95% under revised recommendation