

CREATING NEW CUSTOMERS THROUGH PRECISE TARGETING

LIBERTY LONDON

With a rich picture of its current and prospective customers, Liberty can now always target the right people with relevant messaging. This has led to acquisition campaigns achieving email open rates of 35-40%. It's also given them consistent and improved brand awareness, and a growth in membership of the valuable Liberty Loyalty programme.

Since 1875, Liberty's distinct sense of innovative, eclectic and classic style has seen the Regent Street-based shop – its only premises – remain as one of London's most treasured retail destinations. And while the beautiful Tudor-style shop has a strong customer-base, in recent years, Liberty has also been developing its online business.

Trading via liberty.co.uk is growing at a pace. But with only transactional data to base decisions on, Liberty had little understanding of its existing customers, and so no way to identify new customers that matched this target profile.

"It's extremely important for us to build strong relationships with our current customers, acquire new ones and develop repeat online sales. We needed to understand our customers more by adding some real colour to our database with demographic and lifestyle information," says Jenni Cumming, Head of CRM, Liberty.

Detail-rich customer insight

To make this happen, Liberty needed two things. Firstly, to add detailed customer insight to its database to show a clear picture of the people who already shop with them. And secondly cold data, that could use these insights to identify ideal targets for new customer acquisition campaigns.

A test process saw Acxiom, plus some key competitors, enrich a sample of Liberty's existing customer data. By applying Personix, Acxiom instantly appended it with valuable details such as lifestyle, age and affluence, together with the specific, detailed cluster they belonged to. Liberty also analysed Acxiom's cold email data – again carrying the Personix code – to establish how precisely it would segment potential customers into target groups.

THE CHALLENGE

To acquire new customers and increase membership of the Liberty Loyalty programme.

OUR RESPONSE

Overlay Liberty's existing customer data with Personix and provide an email database of targeted, prospective customers.

THE IMPACT

Targeted campaigns are boosting brand awareness and increasing levels of customer acquisition and programme membership.

MOVING FORWARD

Insights from Personix are planned for use in more personalised email and web marketing, as well as to drive in-store activities.

"Personix is rich in behavioural insight that's not common in the marketplace. It was the obvious choice to meet Liberty's objectives," says Andrew Hooper, Business Development Director, Acxiom.

"Acxiom had previously profiled our customer base and this positive experience, together with their sample results, gave us complete confidence in their abilities. Their pricing was competitive too," says Jenni.

Straightforward set-up

In just a few days, the Personix code was added to the entire Liberty database. Customers that were once just names and transactions instantly became individuals rich in detail and distinct enough to segment into appropriate clusters.

"Immediately, this insight gave us degrees of colour and depth we've never had before," says Jenni.

“It was a very straightforward process with Acxiom’s files simply imported into our database. And because the solution is so intuitive, we could start using it immediately.”

Steve Gallagher,
CRM Analyst at Liberty

With customer clusters now appended to the entire Liberty database, Acxiom created initial profiles showing their ten highest-indexed consumer segments. Personix could then identify the same segments, this time from within Acxiom’s cold email data, making it possible for Liberty to create models that would target their ideal customers.

Pinpointing the right customers

So now, developing effective customer acquisition campaigns is simple. Liberty devises a campaign and chooses the Personix codes to identify the best targets from Acxiom’s email database. “From here, we develop and test the creative and text emails, and then manage the delivery of the campaign for Liberty in under a week,” says Andrew.

“Acxiom gives us a very good level of support, and builds campaign emails to a high standard,” says Jenni.

Compared with previously, the first three customer acquisition campaigns run since the integration of Personix have shown uplift in results.

A fourth campaign, specifically created to generate new members of the Liberty Loyalty programme, was also a success. The programme rewards customer loyalty with money-off vouchers based on spend. Vouchers are sent as a twice-yearly direct mail campaign to encourage repeat purchasing and create cross-selling opportunities on the website and in-store. These are valuable opportunities for Liberty, so increasing membership is a key objective.

“Acxiom’s data means we can pinpoint and connect with individuals most likely to sign up for Liberty Loyalty – this is crucial for boosting membership,” says Jenni.

And for existing customers, now that Liberty understands them so much better, the company can use Personix to target communications to them much more precisely. This helps to increase the level of repeat online business and shopping in-store.

A supportive relationship

The strong and positive relationship between Acxiom and Liberty is important in ensuring every marketing campaign is a success. “We make sure we understand Liberty’s current and future goals, and work well together to make them happen,” says Andrew.

“We find the Acxiom team supportive and flexible,” says Jenni.

Insights from Personix are used from CRM to Buying and Merchandising, and e-Commerce. The company is also looking at ways the solution could help them to shape the customer’s in-store experience, and create more personalised email and web content.

“Acxiom data really enhances our customer view. While currently it’s mainly used for customer acquisitions, we’d like to develop it for more strategic use; to drive content and create predictive models,” says Jenni.

“Acxiom’s data is incredibly granular, and the colour that Personix gives us is essential in the retail environment – ideal for segmenting and targeting our very specific customer base,” says Jenni.

“We’re pleased that our targeted campaigns have achieved open-rates of 35-40% and are having a positive impact on our customer base and levels of brand awareness.”

Jenni Cumming,
Head of CRM at Liberty

WANT TO KNOW MORE?

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