

A perfect fit for The Foot Shop

One of the country's leading footwear retailers wanted to take a better look at its customer data and get more bang for its marketing buck. By making this information more accessible, and allowing The Foot Shop to create more targeted communications, Occam really stepped up.

The brief

- Provide The Foot Shop with access to its customer data for querying, analysis, planning and campaign purposes, with the aim of driving additional profit through intelligent targeting
- Overcome issue of disparate data held within a SQL database off-site and within a further CRM system, rendering access for marketing purposes difficult

The response

The first step was the creation of a consolidated data set from the SQL and CRM sources, to identify and profile key customers for cross- and up-sell activity. Next came the FastStats solution and the subsequent deployment of the Discoverer application on client site, giving staff access to data for querying, analysis and campaign purposes. Occam supported its implementation with full training and support from its software consultants.

The outcome

- Targeting and customer selections improved email turnover by over 200%
- Project planning times cut by 50%
- Marketing costs reduced by 10% in a six month period
- Sales increased by 15%

“ Occam then applied de-duplication and suppression techniques to produce a clean data source for marketing purposes making subsequent processing much faster and more reliable”.

