

Providing effective solutions to your consumer data problems

Signet are the UK's largest jewellery retailer. They offer jewellery and collectables mainly through their H Samuel and Ernest Jones outlets. Point of sale information is used to drive relevant marketing activity to increase foot fall and overall sales.

The Challenge

Signet wanted to replace their existing supplier with a data management specialist who could provide:

- A database that had intelligence beyond recency, frequency and spend.
- Insight to purchase behavior, acting on the most recent data and product information.
- On time and accurate direct mailing supply and response analysis.

Our Solution

After establishing pinch points, data and delivery, create a Single Customer View that would include:

- Applied business rules to categories, in three tiers, 500,000+ products.
 - Basket and SKU levels added to the data.
 - Online access, via FastStats, to Signet's appointed agency for ongoing analysis.
 - Campaign Management handled within the SCV.
-

The Result

- Effective use of purchase history by targeting offers, pre-launch events and interest clubs using basket, SKU and product tiers.
- Campaign planning and response analysis, which went beyond low level key coding, proved invaluable.
- Timing is critical. Valentine's Day is the 14th February! Campaign data supplied on time, correctly and with previous results included in the planning.
- Decreased CPR, increased IPR.