

Retail Purchase Data Makes Traditional Customer Acquisition Obsolete

Retailers know from experience that one size doesn't fit all, especially when it comes to marketing. Despite the differences in marketing strategy between different retail segments—even the differences between companies in the same segment—retail marketers tend to agree on their top priorities: increasing store traffic, acquiring new customers, and strengthening existing customer relationships.

In the ongoing struggle to win and keep customers, more retailers are finding that customer purchase data is the key to defining retail trade areas and getting the best customers through the door. For today's most successful retailers, the Abacus B2C Alliance is the premier source for purchase data and the best tool for finding proven buyers in a given location.

Traditional Prospecting Methods: The Shortcomings of Business as Usual

To illustrate quantum leap forward that purchase data represents, it helps to look at the shortcomings of the tools currently in use by many retail marketers.

- **Freestanding Inserts (FSIs)**—Historically, retailers have used inserts in publications with wide circulation, such as the Sunday paper. While inserts offer broad reach and seemingly low CPM, they have a high cost-per-real-prospect due to their lack of precision.
- **Residential Lists**—Like freestanding inserts, residential lists are something of a blunt instrument. They supply only deliverable addresses (and sometimes names) within a specific geography, with no precision targeting and no insight on customer behaviors.
- **Compiled Lists**—These combinations of name and addresses (with basic demographic data such as age, income, family makeup, and home value) allow retailers to target households with some shared characteristics within a specific area. These lists offer better targeting than FSIs and residential lists, but provide no information on the interests and preferences of household members.
- **Lifestyle/Behavioral Data**—Built from surveys designed to uncover respondent attitudes and behaviors, these lists help retailers reach groups with similar interests and demographics, but can't predict purchasing activity.

The Abacus B2C Alliance: Purchase Data and Marketing Insight

Needless to say, these tools don't paint an accurate picture of customer buying behavior. At best, they allow marketers to blanket a chosen area with a promotion in the hope of reaching the most desirable prospects.

In effect, most retailers are using low-CPM methods to reach a large number of unqualified prospects—while they would be better served paying a higher CPM to reach the right prospects (those likely to respond). Today's most innovative retailers are seeking out a more productive and efficient alternative—namely, cooperative transactional databases such as the Abacus B2C Alliance.

Alliance purchase data enables retail members to focus marketing resources on established in-category buyers in the most lucrative trade areas. More importantly, purchase data has proven to be the most reliable predictor of future buying behavior. With the Abacus B2C Alliance, retailers not only can isolate who is buying what, they can better understand the behavior behind the buying and tailor their marketing accordingly. The result is better response and lower overall marketing costs. Ultimately, retailers see more store traffic, and they can define trade areas with unparalleled precision.

One of the reasons Alliance membership is replacing traditional tools is the sheer size of the Abacus prospect universe. With data on more than 4.4 billion transactions by 90 million households from 1,550 specialty retail companies, the Alliance houses information on a broad range of retail categories—from apparel to furnishings to appliances. Members can also pinpoint the purchasing histories and statistics of individual households. In essence, a retailer gets the best of both worlds: a large, low cost universe of proven buyers, and historical purchase data that gives retailers the inside track on future buying behavior.

“The Abacus B2C Alliance is a revolutionary tool for retailers who expect more for their marketing dollars.”

Eric Zilling, Abacus Retail Market Leader, DoubleClick Inc.

A Tailored View of Customers and Markets for Better Results

The Abacus B2C Alliance also provides a level of customization that traditional prospecting simply can't match. Each month, Abacus delivers thousands of statistical models tailored to retailers' specific business objectives and variables.

This rich data repository also lends unique insight into a retailer's own customer database. By comparing a retailer's customer file to Alliance data, Abacus can accurately determine share of wallet, lifetime value, seasonality, merchandise propensities, and specific retail trading areas.

Abacus also maintains complete demographic and lifestyle variables for each household. As a result, many of the nation's top retailers have found that Abacus data provides a view of customers unavailable from focus groups, primary research, and syndicated research.

For more information on the Abacus B2C Alliance, call 866-459-7606, or visit www.doubleclick.com.

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Every purchase tells a story.

Abacus Retail Solutions Help You Read Between the Lines.

Every time consumers make a purchase, they give insight into what makes them tick. With Abacus Retail Solutions, you can uncover the motivation and trends that drive purchasing behaviors and use that information to increase sales at your stores, your website, and your call center.

The Abacus B2C Alliance features information on 4.4 billion transactions by more than 90 million households. That means you have the data you need to be more accurate in predicting future purchases by your existing customers—and access to a larger universe of responsive new buyers. Abacus also provides the insight to help you identify your most lucrative trading areas. Add a full library of capabilities including data management, cross-channel performance tracking, and email marketing, and you can develop a direct marketing strategy that delivers dramatically better results and a higher return on your investment, happily ever after.

Want to write a new chapter in your company's marketing success story?
Contact DoubleClick today at 866.459.7606 or visit us online at www.doubleclick.com.

[the power of purchase data]

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