

ANTHROPOLOGIE: A CLEAREDGE CASE STUDY

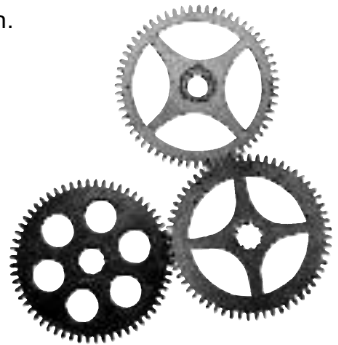
SIMPLIFY

Challenge: Improving Segmentation Efficiency and Relevance

For most direct marketers, the process of developing meaningful customer segments means gathering the relevant information — usually in different spreadsheets — and assembling a meaningful whole from the chaos.

Anthropologie wanted a simpler solution. With direct access to a complete, integrated source of customer information, as well as the tools to analyze that information and segment their customers, Anthropologie could quickly define segments, reduce their campaign cycle times, and dramatically lower their marketing costs.

They could also reduce their dependence on third-party service bureaus to pull customer segments for them.



Solution: Streamlined Customer Segmentation with ClearEDGE

ClearEDGESM gives Anthropologie desktop access to segmentation capabilities with an intuitive web-based application. It provides the tools and information Anthropologie needs to create, implement, and monitor campaigns, while making their marketing processes more efficient by automating a previously time-intensive process.

"Now that we can easily pull customer segments and build campaigns using the ClearEDGE campaign management tool, we save several hours each week and the entire team has more time to focus on strategy."

Amy Steel, Marketing Director, Anthropologie

DoubleClick

CREATE A WORLD OF POSSIBILITIES WITH CLEAREDGE.

Anthropologie now has the ability to:

- Seamlessly transfer the analyses from ClearEDGE's query applications directly to the campaign management tool
- Build campaign definitions and develop customer segments from a comprehensive customer database
- Extract customer lists and send them directly to their list processing or email vendor
- Monitor campaign performance over time

Results: Simplified Segmentation, Campaigns, and Processes

With ClearEDGE, Anthropologie has quicker access to a centralized source of customer data to simplify customer segmentation. Their segmentation process also builds on a broader, more realistic understanding of customer activity.

Increased efficiency also simplifies campaign execution. Using trade area definitions stored within ClearEDGE, Anthropologie can isolate the best customer segments to pull for a given promotion. These highly targeted lists then focus campaigns on the best customers within specific trade areas.

ClearEDGE's flexibility also accommodates Anthropologie's reverse-append retail transactions. Anthropologie's marketing team can easily create customer segments using a store number, and drive traffic to that store with a highly targeted email campaign. The reverse-append data loads simultaneously with catalog and web transactions for unified database updates across channels.

Finally, ClearEDGE saves time by automating key code entry—eliminating the manual entry of key codes for each of the more than 100 rules per campaign. The increased efficiency of this and other marketing processes frees Anthropologie's marketing team to focus on high-value activities and strategy, instead of bogging down in the minutiae of vendor relationships and manual processes for a number of annual campaigns.