

ROI FOR THE CATALOGER BIG OR SMALL: A CLEAREDGE CASE STUDY

Challenge: Advanced Capabilities at an Affordable Price

The law of survival in today's catalog industry: marketers must squeeze the most out of every marketing dollar. Unfortunately, sophisticated database technology usually comes at a price beyond the budget of many small and mid-sized catalogers and specialty retailers — especially considering the hidden costs of long implementation times and end-user training.

In the best of all possible worlds, catalogers of all sizes would have access to an affordable marketing database solution that offers advanced functionality, streamlined time-to-benefit, and ease of use. It would provide immediate and ongoing ROI for companies who see the bottom line as important as response rates.



Solution: A Marketing Database Solution Tailored to Catalogers' Needs

With ClearEDGE, catalogers and specialty retailers get state-of-the-art marketing database functionality in a solution that paves the way to ongoing ROI. It enables marketers to adopt a more strategic approach to their marketing, while making more efficient use of their resources.

"ClearEDGE gives us the advanced marketing and data analysis capabilities formerly reserved for large-scale mailers with the resources to build and maintain costly and cumbersome marketing databases. ClearEDGE will touch every corner of our marketing program, from contact strategy to cross-sell/upsell offer development."

Fatemeh Khatibloo McClure, Director of Circulation, Flax art & design

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CREATE A WORLD OF POSSIBILITIES WITH CLEAREDGE.

Results: An Evolution in Marketing for Catalogers and Specialty Retailers

ClearEDGE is transforming the way catalogers do business by overcoming many of the obstacles that have prevented companies from translating their best ideas into practical realities.

- **Obstacle #1: Cost**—In contrast to custom-built databases, ClearEDGE takes advantage of a shared infrastructure and widely-used design elements to offer advanced capabilities at an affordable price. Value pricing based on housefile size and applications needed puts an advanced marketing database solution within the reach of most catalogers for the first time.
- **Obstacle #2: Prolonged Implementations**—The typical ClearEDGE customer goes from implementation to production in less than three months. That means marketers devote less time and fewer resources to getting up and running—and realize value from their solution sooner.
- **Obstacle #3: Complexity**—ClearEDGE's intuitive, user-friendly design gives marketing professionals hands-on access to the data and capabilities they need, without adding to their IT department's workload. From implementation through ongoing support and training, DoubleClick also works with catalogers to ensure they have the skills and expertise to get the most from their solution.

Throughout the industry, ClearEDGE users are gaining the insight they need for sounder decisions on all facets of marketing, from product-level merchandising to customer segmentation. One ClearEDGE client salvaged a highly profitable product that had been slated for discontinuation—after a ClearEDGE report revealed that customers were making multiple purchases of the product. ClearEDGE paid for itself with the profit from the single insight.

Other ClearEDGE users have reduced their overall campaign cycle-times from two months to two weeks. The resulting improvement in recency has a corresponding effect on response rates, which are up 30% in some cases.

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