

# A SPECIALTY CATALOGER: A CLEAREDGE CASE STUDY

EMPOWER

## Challenge: Turning Customer Data into Customer Insight

With three successful consumer catalog titles offering housewares, linens, food and gifts, this specialty cataloger sought a consolidated view of customer data for each title to support more innovative and insightful multi-channel marketing.

As a result, a marketing database ranked high on the client's wish list. However, the high cost of custom databases and the lack of capabilities specifically for mid-sized catalogers kept them from translating innovative thinking into effective marketing.



## Solution: Empowered Marketing Through an Integrated, Multi-Channel View of Customers

With ClearEDGE<sup>SM</sup> from DoubleClick, the specialty cataloger has a more accurate and meaningful picture of who their customers are for each catalog title. With the insight this picture provides, they can coordinate their efforts across all channels for more refined marketing, with better results and a higher return on their marketing investment.

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"We've always recognized the need for a marketing database, but we weren't satisfied with the solutions targeted at companies like ours. ClearEDGE gives us an extraordinary opportunity to gain more knowledge about our customers and improve our marketing efforts."

Anonymous, Director of Marketing, Specialty Cataloger

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**DoubleClick**

CREATE A WORLD OF POSSIBILITIES WITH CLEAREDGE.

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ClearEDGE gives marketers direct access to their customer data via the web, along with the query and analysis tools to gather insight into customer behavior and history. Easy-to-use segmentation and list extraction tools also helps them build campaigns more quickly based on a more accurate understanding of customer activity.

Today, the client's marketing department no longer depends on their IT group to pull a few standard reports. Instead, marketing personnel can view standard reports from ClearEDGE or perform their own ad hoc queries to analyze:

- Orders and dollars by product category for improved creative and merchandising
- Which customers are purchasing from certain channels or across channels for a better understanding of customer buying behavior
- Ship-to customer and address information for increased up-sell opportunities
- Customer preferences for more focused communications

### **Results: A Better Path to a Brighter Future**

The specialty cataloger can now evolve their marketing strategies for each of their titles. Through improved access and understanding of customer data, the marketing team can realize the performance improvements and competitive advantage that come from putting innovations into practice, quickly and cost-effectively. As a result, ClearEDGE has empowered them to turn the challenges of multi-channel marketing into new sources of opportunity.