

URBAN OUTFITTERS: A CLEAREDGE CASE STUDY

CAPITALIZE

Challenge: Understanding Today's Data for Tomorrow's Opportunity

For Urban Outfitters —like most specialty retailers—making the best marketing decisions is a matter of having access to the latest, most complete and accurate data across all channels. In a dynamic market, timely access to the right information is the key to developing responsive strategies that can keep a company ahead of quickly evolving market trends.

Traditionally, the marketing team at Urban Outfitters relied on the company's IT department to manage their customer data and field requests to query the data. The more information marketing needed, the larger IT's workload became, and the more time it took for Urban Outfitters to capitalize on emerging opportunities.



Solution: Hands-On Access to Marketing Data for Marketing Users

ClearEDGESM dramatically improved Urban Outfitters' ability to respond to a changing market by giving the marketing team direct access to customer data through an intuitive, web-based interface. The team can now generate its own reports and share information with other colleagues including the merchandising team. Streamlined access to data creates tremendous efficiencies and gives the company the insight it needs to develop stronger offers.

"Being able to access all of our customer data — all the way down to the specific product SKUs they are purchasing — opens the door for new insight and new marketing possibilities. Our customers are trend-makers and we want to stay ahead of the curve on every marketing campaign with the help of ClearEDGE."

Sarita Patel, Catalog Marketing Manager, Urban Outfitters

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DoubleClick

CREATE A WORLD OF POSSIBILITIES WITH CLEAREDGE.

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Where the marketing team once relied on IT for its reporting needs, ClearEDGE features more than 20 standard reports tailored to the catalog and retail markets. The portfolio includes RFM, database updates, and product category performance analyses down to the SKU-level. Marketing team members can also perform their own ad-hoc analyses to dive deeper into customer data.

Results: The Information and Insight to Capitalize on New Opportunities

With ClearEDGE, Urban Outfitters gets more from their marketing data, and they get it more quickly. ClearEDGE's flexibility and ease of use has opened up a host of new possibilities.

Today, Urban Outfitters uses product category information to analyze which campaigns account for which product purchases by channel. The marketing team has also created summary reports for four distinct levels of product categories for quick analysis of product performance.

Urban Outfitters can also use the results of the product category analysis to create new customer segments that offer new insights into customer buying behavior and uncover new opportunities.

With ClearEDGE, Urban Outfitters can see the trends in customer behaviors, product performance, and campaign performance across all channels and adjust their strategies accordingly. The end result is they can now capitalize on the trends and opportunities that may have been hidden in their customer data all along.