



## Case Study National Jewelry Retailer

### The Challenge

A jewelry retailer with 10 locations and a broad, loyal customer base, was looking to maximize their marketing budget by specifically identifying the best customers for each of the various sales events planned throughout the year.

### The Solution

Our data experts analyzed each customer and created a profile of critical purchase behaviors, preferences and other key indicators. Once this was created, it was applied to each type of sales event to identify the most likely customers to be motivated to make a purchase for that specific event based on their profile, the products being offered and timing of the sale.

### The Results

Since we started, we have managed 21 direct mail sales events over five years to targeted loyal customers. The post-campaign analysis has been a pivotal step in aligning the best customers and measuring the return on each individual event.

The average ROI of targeting specific customers for specific events and sending them direct mail event offers is tracking at 776% to date. Not only is each individual event consistently successful, but the lifetime value of each customer predictably increases with each sales event they participate in.

DDK Marketing provides end-to-end direct marketing solutions developed to support national or regional multi-location brands, at a local or individual location level. We help identify active and predictive prospects, or underperforming customer segments, and help tell your story and build your business. Our solutions include Data Services, Creative Development, Market Strategy, Production Management, and Mailing/Fulfillment Solutions.

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21 successful  
direct mail events

Achieved a  
response rate of 3.8%

\$18.68 return for  
every \$1.00 spent