

CASE STUDY



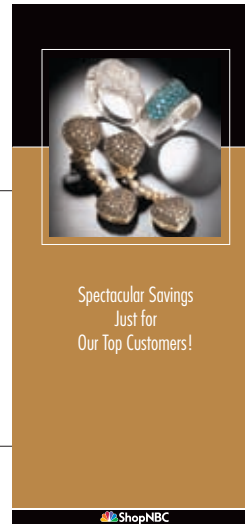
Situation

ShopNBC is a home shopping network that broadcasts live, every day of the year, into approximately 65 million households. In addition, ShopNBC.com offers the opportunity to purchase everything shown on the television network, plus a host of additional items available exclusively online. ShopNBC is known for excellence in fine jewelry, brand name watches, premium beauty items, quality house and home products, computers and much more.

ShopNBC's main competitors are QVC and HSN, in addition to traditional and online retailers. To compete, ShopNBC has positioned themselves as an upscale home shopping network. Their commitment to customer service, including a money-back guarantee, reinforces their quality and service.

Challenge

As with any company, ShopNBC has a core group of customers who represent the majority of their business. Our challenge was to identify these top customers and create a marketing program that cut through the clutter and caught their attention, prompting these top customers to make a purchase with increased spend.



Solution

A direct mail campaign was developed with supporting e-mails. The direct mail pieces were mailed to ShopNBC's top customers. Each mailing consisted of two offers, each with a specific dollar amount off a minimum purchase. The minimum purchase thresholds were utilized to help increase spend. A follow-up e-mail was then sent to all customers with e-mail addresses.

Campaign Management Database

- Data Enhancement
- Profiles
- Value Analysis
- Reporting Dashboard
 - Sales
 - R/F/M
 - Product Flow
 - Response

Direct Marketing

- Direct Mail
- E-mail

Results

This program has been an overwhelming success since its inception. During the first year of the campaign the ShopNBC top customer base increased 89%, from 27,237 to 51,420. We had a 140% increase in total top customer spend.

