

## Driving online customer acquisition through a multichannel approach.

### Goals:

- Increase Sales Revenue
- Lower Cost Per Acquisition
- Acquire Higher Value Customers

### Industry:

Prominent Multinational eTailer of Electronic Components

In April of 2015, a prominent multinational e-tailer of electronic components approached Infogroup Media Solutions looking to drive new customer acquisition through a multichannel approach. The client was previously working with a well-known competitor to run multichannel acquisition campaigns but was seeing mediocre results. The client sought out the expertise of the B2B Digital Acquisition team at Infogroup Media Solutions.

### Results

#### Summary

Infogroup Media Solutions was able to meet and exceed the client's goals with innovative use of Sapphire data:



Increasing Campaign Revenue by **3.5X**  
**Lowering Cost to Acquire by 80%**  
Increasing First Order Revenue by **7%**

### About

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

For more information on our data-driven solutions, visit [www.infogroupmediasolutions.com](http://www.infogroupmediasolutions.com) or contact us at 1.800.223.2194.

### Process

#### Stage 1: Offers | Creative

Infogroup Media Solutions worked with the client to create a custom multivariate creative and offer strategy. To generate leads and new customers, the creative and offers were customized to specific audiences. Offers ranged from certain percentages off to free shipping.

#### Stage 2: Profiling | Audience Segmentation

Infogroup Media Solutions developed a comprehensive multichannel, multi-touch media plan, consisting of a mix of relevant display ads and email marketing. To develop the segmentation strategy, Infogroup Media Solutions worked with the client to better understand their ideal customer. Infogroup Media Solutions created a profile using the client's own first party data combined with **Sapphire** data. From here, Infogroup Media Solutions was able to create clone prospect audiences leveraging the depth of Decision Maker contacts in the Sapphire Database.