A BlueVenn Case Study



How The White Company reduced campaign times from two weeks to three days

One of the fastest growing multi-channel retailers in the UK, The White Company relies on the blueANALYZER suite from marketing solution providers BlueVenn for its marketing campaigns. The solution has enabled the business to cut down brochure campaign delivery times from two weeks to just three days, including all the data cleansing and processing. The White Company distributes 10 million brochures per year and currently sends in the region of 600k targeted emails up to three times per week to customers and prospects, so the BlueVenn solution sits at the heart of these campaigns for selections, segmentation, reporting and analytics.

The solution allows the marketing team to pull together customer data streams into one place for making marketing decisions. Using the easy drag & drop interface marketing can make campaign data selections and use the BI tools for customer insight and analytics.



Background

Founded more than 20 years ago, The White Company started as a 12 page mail order brochure company specializing in white, designer-quality items for the home that were affordable. The company soon moved into fragrances and a hugely successful clothing range.

By 2009 the company had reached over one million customers and by 2010 turnover reached £100 million. Now in 2014 The White Company has successfully launched in the US market and has reached over 50 stores throughout the UK.

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The Challenge

It was in 2010 that the White Company, having seen unparalleled growth in its business, turnover and database size, went in search of a campaign management and analytics solution that could handle large volumes of customer data internally.

At the time, the database management and direct marketing was being outsourced to an agency who would provide all the brochure selections, email selections and standardized reporting of new customers and where they came from.

Using an outsourced agency created two major challenges that The White Company looked to overcome with an in-house solution:

1. The ability to drill down and better analyze what its customers were doing in a timely fashion.

2. The speed to market and being able to turn around brochure and email selections quickly, and be able to pull together last minute campaigns to react to trading situations.



The Challenge

Joe Pack, Head of Marketing at The White Company explains, *"It would usually take two weeks from the brief to get a campaign through the mailing house. Due to the nature of an agency relationship, when you ask one question you get one answer, whereas if you ask an in-house analyst with the right tools, you can get multiple answers which lead to more valuable action."*

In summary it was felt that campaigns were taking far too long, there was not enough control over the customer data intelligence and therefore the company wanted to become quicker and cleverer with its marketing decisions and campaign selections.

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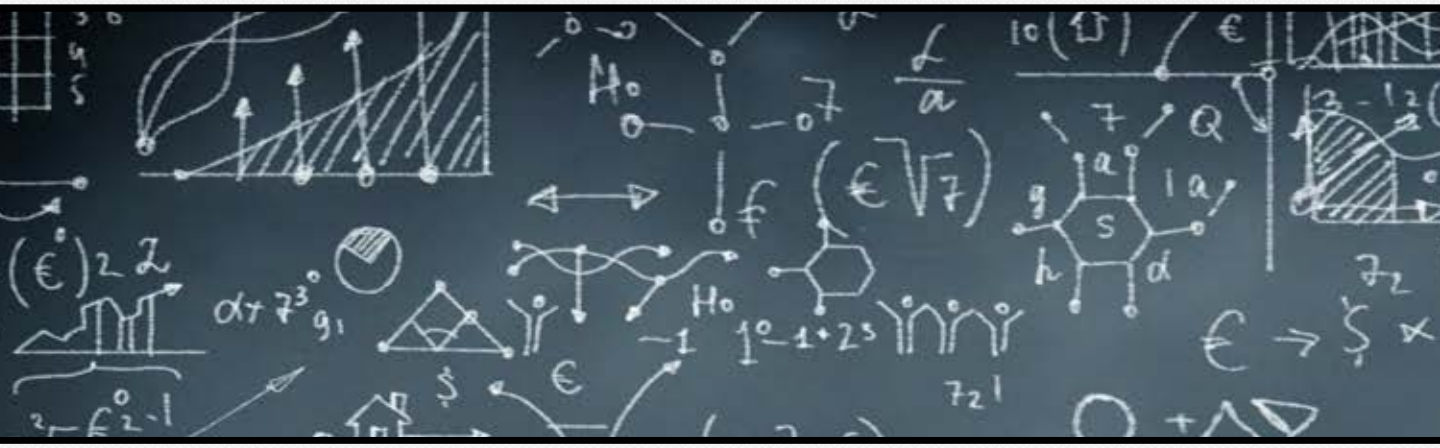
The Solution

When embarking on bringing the campaign and database marketing in-house, The White Company was keen to ensure that the right tool was chosen to give maximum flexibility with the data, control over the marketing channels used to communicate with customers, improved speed to market and ease of use.

At the time, the company shortlisted three campaign management and analytics solutions and decided on blue*ANALYZER* because of the functionality to easily manipulate data in the backend and have total control over the data sources.

Pack is very passionate about the solution saying, *"What I love about blueANALYZER is how easy it is to find a new data source, then load it, link it, use it! Whereas other rival systems also have a good front-end, the ease of use in the backend of blueANALYZER is what sets it apart."*

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>
> Joe Pack,
> Head of Marketing at The White Company



The Solution

Having seen and used other packages in the past, Pack remarked *that "The ability to pull together very disparate and apparently unrelated data sources quickly and overlap them, venn them and filter them is very impressive with blueANALYZER. When I've used rival campaign management software solutions they just don't perform to the same level."*

Pack continues, *"In total the project took around 45 days to implement for five marketing users, and is now so ingrained in what we do that we find it hard to remember what life was like without it. Users find it very usable and the system provides a lot of the weekly reporting for the marketing department."*



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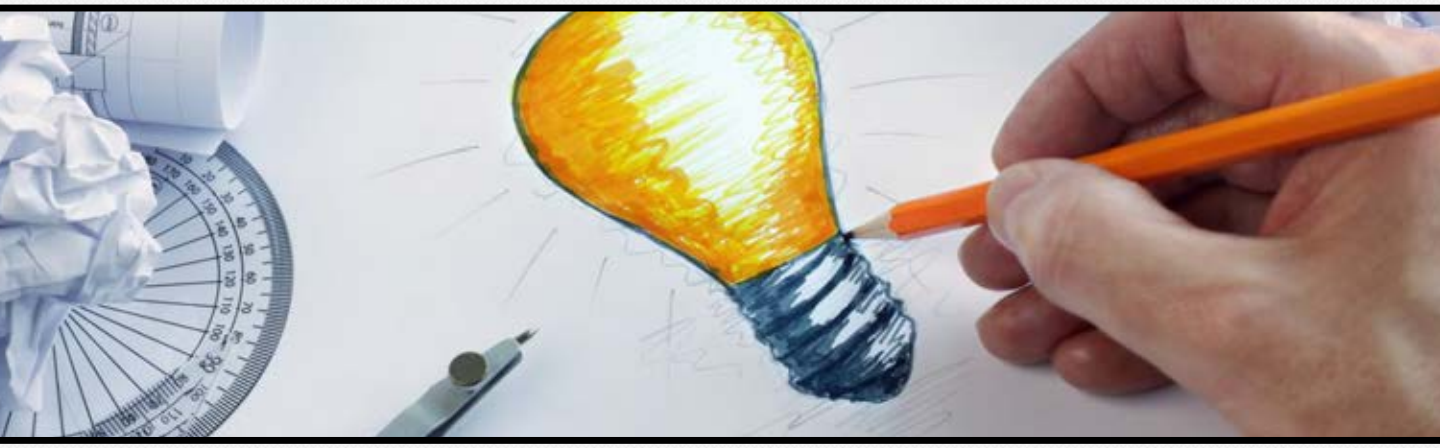
The Results

The speed to market, improved campaign results and efficiency savings are all benefits that The White Company estimates to be worth "£millions" to the business in savings and uplift.

The White Company also engages in PPC, affiliate marketing, call tracking and other below-the-line marketing channels from which feeds are brought into the blue*ANALYZER* suite, as well as the connection to its own data warehouse. This means that along with match-back data this allows the business to create clever attribution models to calculate Cost Per Acquisition and associated lifetime values that give more confidence when investing in acquisition strategies.

The blue*ANALYZER* solution also helps to drive a more multi-channel way of thinking by allowing The White Company to undertake retail catchment area analysis rather than just looking at store performance in isolation. blue*ANALYZER* enables the marketing department to use the geography surrounding each store and overlay with the related rates of customer acquisition and email capture data. Pack concludes, *"This therefore creates a true multi-channel business as opposed to one that just has a few different channels."*

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Business Intelligence

Beyond the initial scope and requirement for the product, Pack also gives the example of a project the company undertook to analyze data from an online recommendations tool. *"In just 15 minutes I was able to get the data into blueANALYZER, 30 minutes to do some analysis on it and within an hour we had full trending analysis of all our customer reviews over the last two and a half years which tells us the most highly and least rated products, the seasonal times of year where customer service scores differ and a host of other really useful customer and product insights. We were able to pass this valuable information to the product team, and is another example of the ease by which you can take some data and then load it, link it and use it to generate useful insights."*

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