

How Data-driven Creative Powers Better Direct Marketing Results.

January 28, 2021



Scott Harvey
Senior Vice President
of Marketing Solutions



The pace

2020



of change

Challenges

Content relevance

Heightened expectations

At home consumer

Segmentation needs

Challenges

Content relevance

Measurement confusion

Heightened expectations

Fewer resources

At home consumer

Expense vs investment

Segmentation needs

Merchant driven marketing

How do we solve for all that?

Traditional methods fall short.



Traditional methods fall short.



Summerfield's
ONE DAY Sale!
Saturday, January 20th

The advantage is undeniable with our NEW active line

\$14.99
All sports bras, multiple colors available. Reg. \$19.99

30% OFF
TODAY ONLY
GO SHOPPING!

GET \$10 WHEN YOU SPEND \$50

Online and in-store from 01/24/2018 until 01/31/2018. Terms and conditions apply. Some exclusions apply. See back for details.



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Use data to develop behavioral profiles.



Profile A

hardworking
empowered
fashionista
self-confident



Profile B

individualistic
competitive
active
cosmopolite



Profile C

selfless
caring
slow to change
stability



Profile D

practical
kind
traditionalist
active in community

Re-imagine creative using data-based profiles.



Summerfield's
ONE DAY Sale!
Saturday, January 20th

Samantha,
Winter styles you need in your closet!

\$24.99
All colored and print blouses
Reg. \$34.99

30% OFF
TODAY ONLY
GO SHOPPING!

GET \$10 | **WHEN YOU SPEND \$50**
Online and in-store from 01/24/2018 until 01/21/2018. Terms and conditions apply. Some exclusions apply. See back for details.



Summerfield's
ONE DAY Sale!
Saturday, January 20th

Brianna,
The advantage is undeniable with our NEW active line

\$14.99
All sports bras, multiple colors available
Reg. \$19.99

30% OFF
TODAY ONLY
GO SHOPPING!

GET \$10 | **WHEN YOU SPEND \$50**
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Summerfield's
ONE DAY Sale!
Saturday, January 20th

Deborah,
Outfit the whole family!

30% OFF
TODAY ONLY
GO SHOPPING!

GET \$10 | **WHEN YOU SPEND \$50**
Online and in-store from 01/24/2018 until 01/21/2018. Terms and conditions apply. Some exclusions apply. See back for details.



Summerfield's
ONE DAY Sale!
Saturday, January 20th

Alex,
Treat her and shop the sale in-store or online!

\$19.99
All tanks and long sleeve shirts
Reg. \$24.99

30% OFF
TODAY ONLY
GO SHOPPING!

GET \$10 | **WHEN YOU SPEND \$50**
Online and in-store from 01/24/2018 until 01/21/2018. Terms and conditions apply. Some exclusions apply. See back for details.

Here's how it works...

The steps we took

Detailed data analysis

Micro segmenting

Look-alike surveys

Created & mailed two test packages

Data-driven Results

Self-mailer response
increased to
47.1%



Average
order size
increased



Catalog response
increased to
27.5%

3 Key takeaways

Test multiple variables

Align creative

Measure

Q&A

Thank you