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Simple is often better. In this case study we illustrate how Top Right helped a specialty online retailer improve his Email marketing performance by developing a simple segmentation strategy based on customer insight.

Client: Specialty Goods Online Retailer

The client:

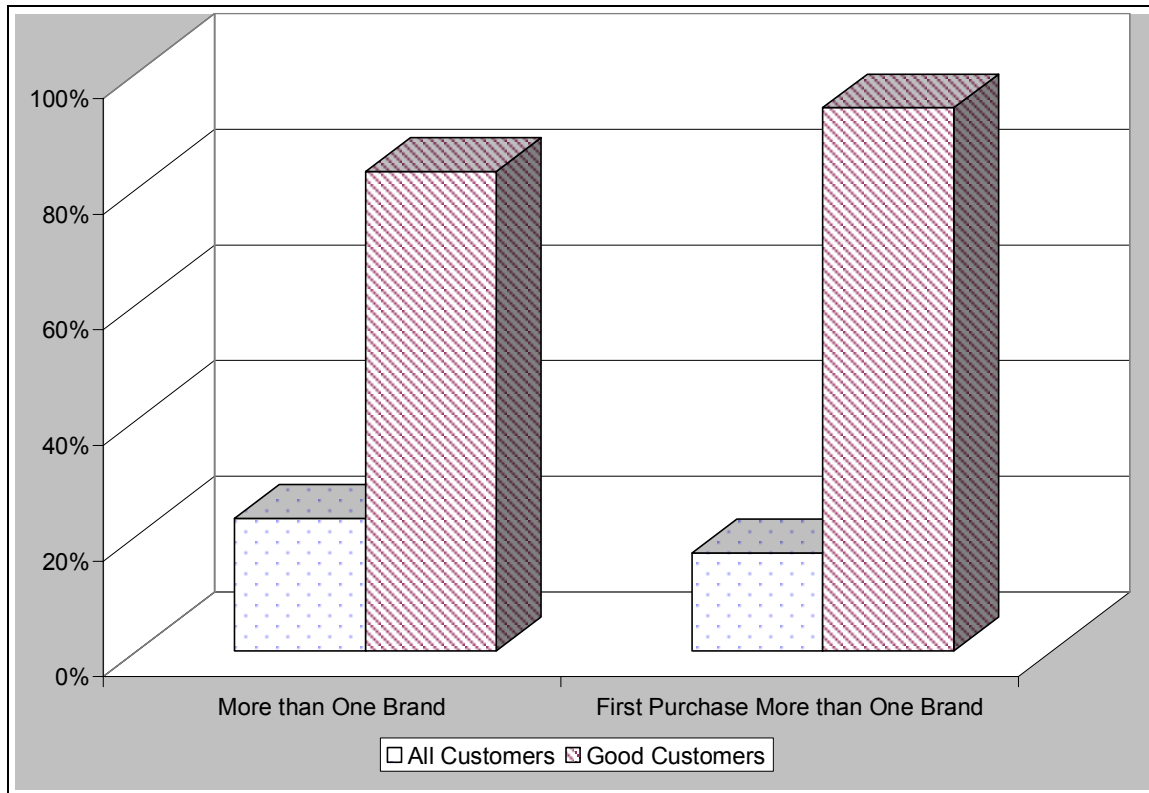
- Specialty online retailer;
- Dedicated Email marketer;
- Looking to improve his Email marketing performance;
- Focuses on professionalism, service quality and selection versus discounting, free shipping and price promotions;
- Limited technical and design resources.

Challenge: Increase Email Marketing Performance

In assessing the situation the client posed this challenge: *"How do we increase our Email marketing performance without resorting to discounting and while continuing to use our existing Email look and feel?"* Of course, at Top Right, we relish this challenge. Top Right recognizes that the old Direct Marketing emphasis of 60% focus on list, 20% on creative and 20% on offer has been lost in the digital world. Most Email marketers

spend far too much time testing the “What” (creative and offer) and not enough time focusing on the “Who” (list).

To gain a better understanding of his customers, Top Right created a customer database, converting his *order history* to a *customer history*. We provided insights into individual customer characteristics like lifetime value, purchase frequencies, seasonality, gift buying and more. We developed a profile of good customers based on the new customer-driven view of his business. We found that although most customers only purchased one brand, high value customers bought products from more than one brand.



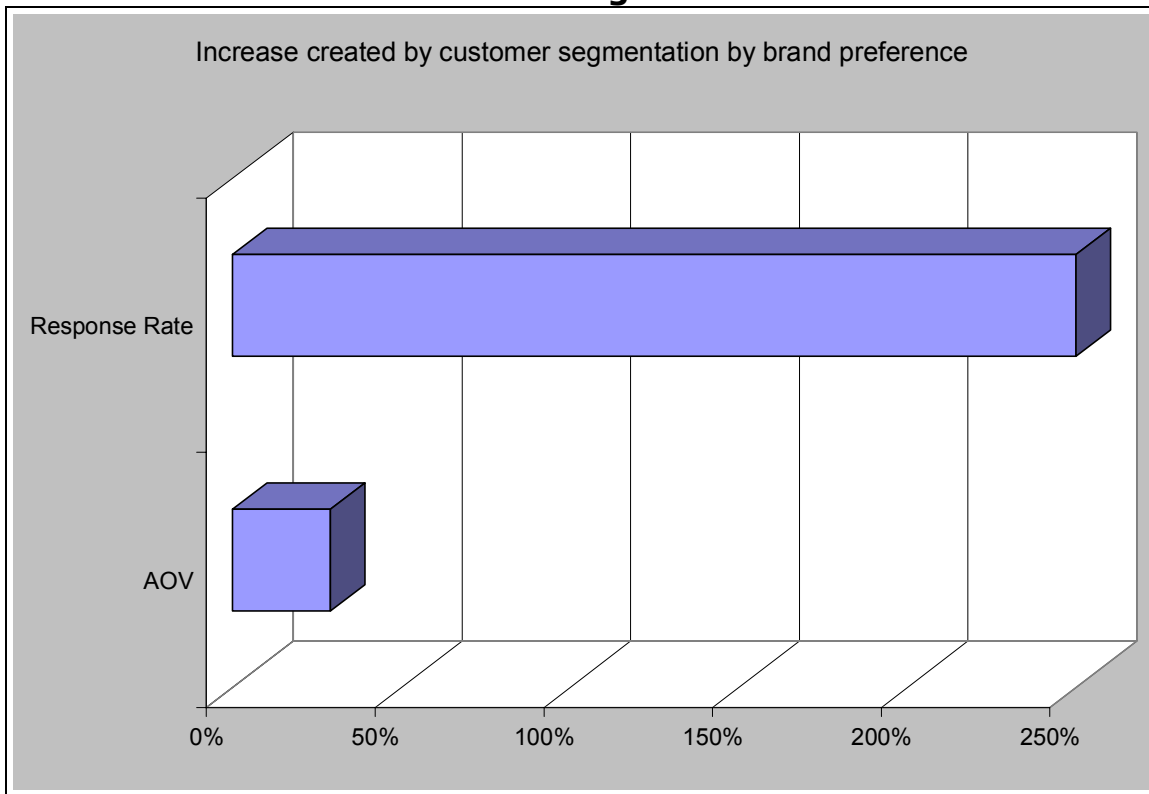
Brand Specific Segments Generate Lift

The brand purchase insight made sense. The client had historically emphasized the online store’s brand variety via Email. Yet, because most customers appeared to have strong brand preferences we tested segmentation based on single brand preference. Customers were placed in at least one brand bucket. To draw them in with relevant

Emails, campaigns were divided: targeted brand specific Emails and one non-targeted Email.

The results of the simple segmentation have exceeded expectations. Compared to the non-targeted emails, the brand specific emails generated 2.5 times the response rate and increased Average Order Values 29%.

Segmentation Lift



Compared to benchmark response rates and AOV, the brand specific emails generate a significant lift.

Although today's Direct Marketing has advanced way beyond the simple days of brand clusters, when just starting out, simple segmentation is better than nothing at all.