

Attribution Case Study: Clothing Retailer



Source: Marketing Management Analytics (IPSO5)

A major clothing retailer with a long heritage of driving sales through a direct mail catalogue wanted to assess the potential sales contribution of increasing investment in its digital channels. ①

To understand the diversity of customer purchase journeys, over 500 microsegments were created based on a combination of first-party CRM and third-party audience data.

These broke down the customer audience by lifecycle and behaviour across digital search, digital display, mobile, catalogue and other direct mail. ③

Customer conversions were tracked as they migrated across channels after being targeted by different kinds of marketing. ②

Multi-touch attribution demonstrated that each channel benefitted from actions taken on other channels across the customer journey.

Only 65% of catalogue sales were driven solely by catalogue. The rest came from customers drawn to the catalogue via digital channels that when viewed alone had few direct conversions.

A test and learn setup verified these insights against specific thresholds, helping to develop an effective channel strategy. ④

The company found they had been over-investing in catalogue marketing and under estimating the role digital played in attracting existing customers. Channels were shown to be most effective in combination.

By implementing these insights into their media strategy, the company was able to drive 4.9% y-o-y sales growth the next year. ⑤

① Defined Objectives



② Reflective KPIs



③ Prepared Data



④ Integrated Tools



⑤ Test and Learn

