

CASE STUDY:

Brookstone — Specialty Retailer Gains Customer Insight

“We originally partnered with Epsilon to help with our data infrastructure, and soon realized that integrating with their email solution would give us greater insight into our customers and how they interact with our brand.”

Lisa Johnson, Marketing Manger, Brookstone



Brookstone®

Founded in 1965, Brookstone started as a mail order firm specializing in hard-to-find tools of distinctive quality and design. Today, Brookstone is a nationwide retailer of innovative and unique products and while other small specialty retailers have floundered, Brookstone has thrived.

The Challenge

In 2006, Brookstone recognized the need to improve its customer data management and insight. Brookstone’s marketing team knew they had valuable data assets and wanted to find new ways to leverage those assets to gain a better understanding of its customer base – who are they and what have they purchased.

Our Solution

Initially, Epsilon helped Brookstone migrate its customer data consisting of 14MM records to a consolidated marketing platform. With the consolidation of customers, Brookstone was able to gain critical insight into merchandising, segmentation, and campaign and channel performance. To enhance its data, Brookstone integrated Epsilon’s Fast Path™ data solution into its ClearEDGE proprietary retail marketing database to provide 100% of Brookstone’s prospecting names – a “single source solution.”

Brookstone obtained a 20% increase in operating income and a 36% boost in prospecting circulation.

The cost-per-book continues to decline.

Our Unique Approach

To maximize the value of the data assets and the consolidated database, Brookstone also integrated Epsilon’s DREAM® email solution platform. From the implementation of DREAM®, Brookstone saw dramatic improvements in their email delivery. The added capability gave Brookstone a way to better manage the communication flow of email campaigns and to more easily target customers from their Epsilon marketing database with triggered offers and promotion streams.

Measurable Results

Brookstone has significantly reduced the cost and complexity of its prospecting efforts. Armed with a marketing database rich in functionality, Brookstone has gained the advantages of enhanced online allocation and daily multi-channel reporting through retail response and segmentation and extraction tools. This has improved the ROI on existing customer relationships and has allowed Brookstone to engage customers in dynamic conversations based on who they are and what they’ve purchased.

About Abacus FastPath™

Abacus, a division of Epsilon Targeting, offers Abacus FastPath™, a complete mailing solution that eliminates complexity from traditional list planning by simplifying the process of mailing multiple list sources. Using Abacus FastPath as a single source for proven prospects, the time required to select, test, and procure outside lists is significantly reduced and list recency is dramatically enhanced.

About ClearEDGE

ClearEDGE is a results-focused and affordable “marketing ready” database solution that dramatically improves direct marketing capabilities for bottom-line profitability. Built upon proven processes, intelligently integrated with best-in-class components and expert services, it was designed specifically for mid-market catalog and specialty retailers. ClearEDGE enables access to a full view of customer data, and allows for ways to analyze and identify new marketing opportunities and manage effective campaigns across multiple channels.

Call or email us today.

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