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Every interaction counts.™

JIGSAW

A PICTURE TO PURCHASE
CLIENT SUCCESS STORY

USING CATALOGUE TO DRIVE REVENUE GROWTH AND BRAND ENGAGEMENT

Jigsaw approached Epsilon Abacus in 2018, having never done a direct mail campaign, to test catalogue as both a customer acquisition channel and as a means to drive incremental revenue and brand engagement with their existing customers.

Being at a high growth stage of the business, it had become clear to Jigsaw that they had to diversify their strategy and find a channel that could reach and appeal to a slightly older demographic than their digital channels. Jigsaw had noticed their core customer was shifting to become slightly older and so finding a way to reach more of that audience was key to growth.



THE CHALLENGE

Jigsaw wanted to use their catalogue for customer acquisition, but also to grow spend from active customers and reactivate their lapsed customers. As catalogue campaigns are more expensive than digital channels, they needed to be confident they were targeting the most responsive audiences. They also needed guidance on the most cost-effective mailing piece format, the optimum time to send their campaigns and how many to send throughout the year.

Ultimately, Jigsaw needed a deeper understanding of their audience and how to reach them through the post in order to effectively build catalogue in to their path to purchase as a commercial selling tool, not just a look book.

THE SOLUTION

The Epsilon Abacus database is essentially a single customer view of millions of UK households and the transactions they make across hundreds of UK retailers.

Jigsaw leveraged this data, in conjunction with their own customer data, to understand the market-wide buying behaviours of their own customers, insight they could then use to target the best prospect and existing customer audiences.

- **Prospect Audiences** - Jigsaw leveraged Epsilon Abacus propensity models to identify scalable prospect audiences that shared the same market-wide buying behaviours of its own best customers. Epsilon Abacus developed a low-risk test and rollout strategy that allowed Jigsaw to scale the audience based on previous campaign results.
- **Active and lapsed customers** - Analysis of hold-out samples positioned by Epsilon Abacus allowed Jigsaw to identify which active customers would provide the largest incremental revenue when sent a catalogue. On top of that, Jigsaw leveraged Epsilon Abacus propensity models to identify the most responsive lapsed customers from 25+ month buyers.
- **Format and when to mail** - Jigsaw was also able to tap into their Epsilon Abacus Account Director's experience for free guidance on the most cost-effective mailing piece and when to send the campaigns to ensure optimal response. Jigsaw identified an A5 48 page catalogue as the best format to begin with and, using their own customer data as well as sector trends, decided to mail four campaigns each year; two in Spring/Summer season and another two in Autumn/Winter.

THE RIGHT MESSAGE

THE RIGHT PERSON

THE RIGHT TIME

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'The Insight we got from our data has allowed our business to evolve as well as our catalogue to evolve into what our audience want to see.

I never thought it would be as BIG in revenue terms! The first campaign was very successful and the stores were crying out for physical material to show their customers'

Brogan Craig, Retail Marketing Executive - Jigsaw

RESULTS

Epsilon Abacus run full matchback results for all Jigsaw's catalogue campaigns which allows Jigsaw to identify all recipients that made a purchase, even if they didn't use the offer code.

Results are then reported at contribution level and each set of results is used as part of an iterative approach to refining Jigsaw's ongoing strategy.

The average first order spend from new customers that received the catalogue was 27% higher than new customers recruited through other channels

27%

Over the ensuing 12 month period, subsequent average order value was 34% higher than new customers recruited through other channels

34%

On average customers recruited through Direct Mail spent twice as much as those recruited through other channels in the first 12 months

2X

Jigsaw has been able to scale their prospect audience mailing volumes to 5x their original test volume with the scope to increase further as they continue to test deeper into the Epsilon Abacus propensity models

5X

'Jigsaw is only two years into using this channel and we don't feel like we've hit the peak with Direct Mail.'

Brogan Craig, Retail Marketing Executive - Jigsaw

Working with Epsilon Abacus, Jigsaw has been able to evolve its catalogue campaign strategy outside of just the data strategy including testing content, creative, offers and seasonality. Aside from refining campaign performance, Jigsaw also uncovered the following key insights:

- As well as the core catalogues, they started to mail store specific campaigns as part of their new and exciting hyperlocal and community marketing initiatives to drive footfall. Their first campaign, which was for a store opening in SevenOaks was a great success and they achieved over target, where recipients redeemed the local offer they received.
- When comparing the response of small and large books, there was no uplift from one to the other. By providing this analysis to Jigsaw, Jigsaw are now able to mail more cost effectively.
- The catalogue provides a perfect mid point between stores and online and an opportunity to convert their high street customers to eCommerce.

When Direct Mail is targeted, useful and engaging it represents one of the greatest communication forms

Our store managers know some of their customers by name, every store has very much a community feel- and this is where Direct Mail can really communicate our relationship with our customers by sending catalogues-especially Jigsaw which has such a strong lifestyle element to it.

Sending a catalogue that bridges the gap a little bit between the web experience, which is perhaps a little bit less personal and obviously a store experience which is hugely personal, I think catalogues are super important and we get requests all the time from our customers.

Brogan Craig, Retail Marketing Executive
- Jigsaw



Creative

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Epsilon Abacus, part of the Publicis Groupe, is the pioneer of the transactional data cooperative concept in the UK. Over 250 multichannel retailers contribute their customer transactional information to the Epsilon Abacus Database.

This provides a unique insight into your customers' market-wide buying behaviours across the UK retail market, as well as their lifestyle and demographic attributes, to drive your offline recruitment campaigns, retention campaigns and wider marketing strategy.

START YOUR JOURNEY WITH US:

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