



An eClerx Digital case study

UK-based multi-brand retailer

Driving results & campaign performance by continuous experimentation.

Executing data-driven solutions in end-to-end campaigns for the eTail division of a leading large format multibrand retailer is a challenge in an of itself. Working in close collaboration with their CMO and DCO organizations we implemented new practices to test and improve campaigns by embracing a culture of continuous experimentation.

Results:

8%

uplift in operating margin
for campaigns

16.7%

uplift in overall
transaction value

3 basis points

improvement in
transaction profit per
campaign

\$187M

campaign spend
optimization & profitability
improvement

Case Study: UK-based multi-brand retailer

Driving results & campaign performance by continuous experimentation.

CHALLENGE: Efficiently capture omnichannel campaign journey attribution and optimization, and orchestrate brand-unified campaign messaging.

The main challenges included capturing omnichannel campaign journeys and attribution and implementing scalable tests and best practices in the organization for ongoing campaign optimization. Another major challenge was to coordinate and unify campaign content and messaging to be on brand.

SOLUTION: Data-driven and end-to-end campaign measurement attribution execution solution and continuous optimization experimentation.

By continually testing and refining strategies, we were able to identify which channels and tactics were most effective for reaching the target audience and achieving desired outcomes. Additionally, we gained valuable insights informing future campaign planning and iteratively refined campaign strategy over time. By embracing a culture of continuous experimentation, the company was able to drive measurable results and continuously improve its campaign performance.

Setup of campaign data mart.

- Establishing the campaign data mart setup
- Analyzing campaign journeys
- Identifying levers for campaign success
- Designing tests to identify successful campaigns
- Developing a learning framework for scaling successful campaigns.

Sample test & learn mechanism

- 01 Original campaign**
High markdown, low net benefit
- 02 Digital-only campaign**
Lower markdown, significantly low redemption rates, low net benefit
- 03 Targeted campaign**
Customized audience and market targeting, reduced base, lower revenue, higher ROI
- 04 Tiered offer bundles**
Higher brand impact, higher revenue, lower ROI due to higher markdown
- 05 Tiered offer bundles – Lower discounts**
Higher ROI due to lower markdown, higher brand impact due to tiered offer, greater redemption due to offer richness

