National Factory Outlet Retailer Utilizes Geo-Proximity Targeting to Drive Black Friday Traffic

Company Profile
Factory Outlet for a National Athletic Footwear Brand

Industry
Retail

THE CHALLENGE

To drive in-store traffic for special Black Friday promotions, the factory outlet and clearance division of a national athletic footwear brand sought to identify prospective buyers within a specified distance of designated store locations. Direct mail was the client's channel of choice, but given their complex geography and extensive list of targeting criteria, they had yet to meet their volume goals.

THE SOLUTION

For their upcoming Black Friday promotion, the client provided AccuData Integrated Marketing with eleven geographically-based target markets in the United States and Canada that included specified distances from each store location. Using the multi-radius functionality within SourcePlus, AccuData's proprietary multi-source list selection technology, the locations were plotted, keycoded accordingly, and then the distance criteria was applied.

In addition to the client's geography, AccuData leveraged a combination of detailed demographic and psychographic data attributes from leading compiled consumer databases to target the client's desired audience:

- Female Head of Household
- Presence of Children
- Household Income
- Interests in Exercise and/or Sports
- November Buying Activity

THE RESULTS

Through the utilization of in-house technologies, AccuData was quickly able to identify and produce a well-targeted direct mail audience of just over 300,000 names, which exceeded the client's volume goal and had not previously been available through single-source list solutions.

There were two compelling factors that the client was able to appreciate when using AccuData's geo-proximity capabilities:

- Drive-time radius counts could be processed from multiple store locations in one simple step, which significantly decreased production time
- The available counts in smaller target markets increased significantly over those of single-source providers when SourcePlus was used