



Retail Case Study
Johnston & Murphy

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Retail Case Study

Johnston & Murphy

A leading retailer of footwear and apparel.

Topline Results

A customer acquisition campaign significantly exceeded Johnston & Murphy's traditional sales results from similar campaigns. The success of the initiative with Visant Marketing Services has led to an expanded relationship that includes new national, multi-channel sales initiatives for Johnston & Murphy.

New Customer Acquisition

- Campaign outperformed the retailer's traditional new customer acquisition rate
- 50% increase in customer acquisition rates compared to traditional programs
- Purchases were concentrated among attractive demographics: Middle-income families and middle-income individuals
- Wealthy individuals and households expressed strong interest in further engagement and were identified for follow-up campaigns
- Top demographic identified 58% of 35-to-44-year-olds made purchases

Business Challenge

Johnston & Murphy was seeking to increase sales at retail stores in the United States. Johnston & Murphy was also looking to conduct remarketing campaigns and seeking to collect highly accurate email addresses and physical addresses on an opt-in basis.

Solution

Visant Marketing Services and its technology partners worked with Johnston & Murphy to develop the campaign strategy, manage all aspects of implementation and offer recommendations for follow-up campaigns.

Visant Marketing Services started the engagement by understanding Johnston & Murphy's specific needs and sales goals. A campaign strategy was created that included a data model to identify the customer segments most likely to respond to an offer. Based on that model, Visant Marketing Services sent a first mailing and offer to consumers and then refined the message and offering in follow-on mailings to the target audiences.

Visant Marketing Services was responsible for creating the mailers, which included a trackable reward card loaded with varying dollar values. Mailers were produced and targeted to customers in the vicinity of their stores. After receiving the mailer, consumers could only

activate the value in the card by going online to an activation page. The consumer activates the offer by providing personal preferences to Johnston & Murphy, consumers could then instantly redeem the value of the offer using the attached card at the stores and online. To increase sales, the program was designed to send reminder emails and SMS messages to consumers who activated the offer, but had yet not made purchases. Visant Marketing Services provided a turnkey solution, including the technology platform, that powered the successful campaign.



At the conclusion of the initial campaigns, the results were analyzed and a number of new opportunities were identified. Visant Marketing Services recommended additional campaigns focused on the demographic segments that delivered superior performance. As a result, Johnston & Murphy is using the program to launch a series of national marketing campaigns.

Program Effectiveness

Profile	Contacts	Response Index	Conversion Index
Low Income Families	225	138	0
Low Income Seniors	418	68	315
Low Income Singles	243	328	640
Middle Income Families	254	78	1000
Middle Income Seniors	609	218	344
Middle Income Singles	239	342	642
Unknown	1,031	96	410
Wealthy Families	2,873	169	359
Wealthy Seniors	3,554	84	493
Wealthy Singles	492	218	295

Promote
 Test Further
 Suppress
 Control Segment = 100 on Index
 Promote the best performing profiles, discard the worst performing profiles.

Key Takeaways

The program yielded a significant number of benefits, including the following:

- Consumers provided valuable personal information on an opt-in basis:
 - Age
 - Income
 - Level of education
 - Email address
 - Physical address
 - Most recent purchase at J&M
- Campaign tracking provided the following transactional data:
 - Name of each qualified customer who activated the offer
 - Names of customers who activated the card and made purchases
 - Total order size
 - Day and time of purchase
 - Location of transaction—either in-store or online
- The program provided instant gratification to consumers and allowed them to immediately act on the impulse created by the program

Online Activation Cycle

Offer Code Entry

Capture Contact Data

Activation Leads to Redemption

Capture Personal Data

About Visant Marketing Services

Visant Marketing Services is a provider of customer acquisition and development solutions to the world's leading brands. We increase sales and customer engagement by creating marketing programs to achieve your varied business objectives. Our solutions identify your best customers; develop offer strategies that motivate them to a specific action; track and measure their responsiveness; and develop behavioral insights to increase the lifetime value of customer relationships. Visant Marketing Services is a division of Visant Corporation, one of the world's leading providers of marketing and publishing services.

World-Class Partners

Visant Marketing Services, along with its strategic partners and corporate partners, collaborates with clients to strengthen sales, customer acquisition, and loyalty programs.



Visant Marketing Services

357 Main Street Armonk, New York, 10504

1.888.476.9867

innovation@visantmarketingservices.com