

INTELLI-LINK®

Big Box Retail Case Study



“On-Target” Consumer Profiles
To Help You ...

Acquire & On-board New Customers

Grow & Nurture Current Customers

Retain & Reactivate Prior Customers



AGR Marketing Solutions, LLC

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INTELLI-LINK®

At Work for “Big Box” Retail



The Business Problem:

Marketing Objective: A “Big Box” Retail client had a house file of customers and wanted INTELLI-LINK® profiles for campaign planning. Additionally the client wanted to find non-customers that match the customer profile.

Target Audience: The customer file is geo-coded within 5 miles, 5 to 10 miles and 10 to 20 miles of each store location.

Channel: Newspaper inserts were planned to supplement email offers. Emails gave the opportunity for all recipients to confirm opt in status.

Message: Special seasonal offers (Example: Spring sale on lawn equipment and outdoor furniture).

The Approach

We imported the customer data, matched INTELLI-LINK® enhanced databases, and then identified the “customer-like” prospects.

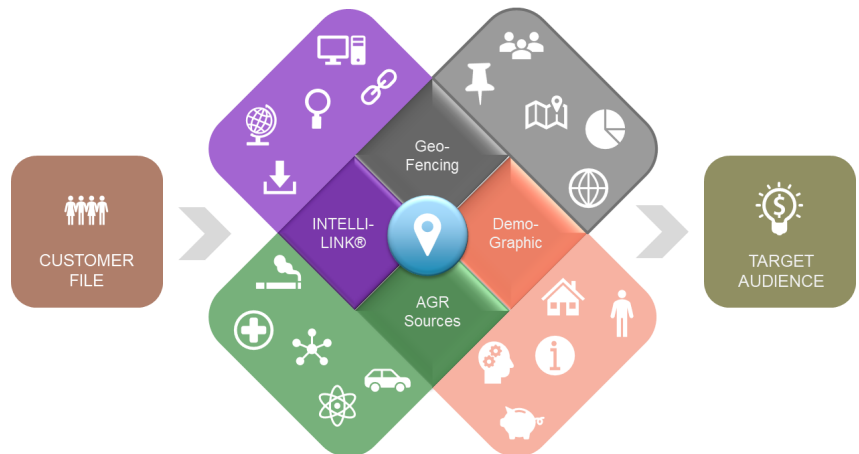
Basic AGR Solution Processing Included :

- Reverse Address Lookup (Rooftop & Street)
- Address Barcode Retrieval
- Household & Individual Linking
- Device location History
- Demographic and Other specific Source details

INTELLI-LINK® Value Add Components :

- Additional Identity Cross-Verification
- Confirmation & Enrichment of Web Data
- Addition of APP Download & Social Media Behavior
- Append of Multiple Digital Contact Details

AGR provided Spatial counts within 5 miles, 5 to 10 miles and 10 to 20 miles of each store location. The client finalized the target selections based on demographics, lifestyle, and INTELLI-LINK® value add data points.



Deliverables

AGR provided a unique database of customer and prospect profiles with data points selected from our vast inventory. The database included Unique Household/Individual record id’s and Geo-Codes at rooftop & street level for special analysis and planning.

The client completed their marketing campaign strategy and AGR data contributed to the overall planning, targeting, offer design and creative messaging.

Results

Client expectations were exceeded and they subscribed to on-going database feeds.

CONTACT US TODAY TO LEARN MORE ABOUT:

- AGR MARKETING SOLUTIONS
- YOUR TARGET AUDIENCE SIZE
- EASY OPTIONS TO TRY OUT INTELLI-LINK®

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