



An eClerx Digital customer story

UK-based multi-brand retailer Driving results and campaign performance by continuous experimentation.

Executing data-driven solutions in end-to-end campaigns for the e-tail 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 for testing and improved 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.

£150M

campaign spends
optimization and
profitability
improvement.

eClerxDigital

Customer Story: UK-based multi-brand retailer

Driving results and campaign performance by continuous experimentation.

CHALLENGE: Efficiently capture omni channel campaign journey attribution and optimization, and orchestrate brand unified campaign messaging. Main challenges included capturing omni channel campaign journey and attribution and implementing scalable tests and best practice 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 refine campaign strategy over time. By embracing a culture of continuous experimentation the company was able to drive measurable results and continuously improve their campaign performance.

Setup of campaign data mart.

- Analyzing campaign journeys.
- Identifying levers for success of campaigns.
- Designing tests to identify successful campaigns.
- Learning framework for scaling successful campaigns.

Sample test and learn mechanism

