



Case Study

NATIONAL BIG-BOX RETAILER

Personalizing a Shopping App With Integrated Data

One of the largest general merchandise retailers in the United States opened more than a half-century ago, and now operates over 1,800 stores. In recent years, it's become one of the most visited online stores because of a sterling reputation for customer service.

IMPACT

-27 days

in production schedule

App users have grown to

30+ million

Mail list now pulled closer to
drop date, scalable for
rapid growth goals

CHALLENGE

Customer expectations for service have evolved. Today, consumers expect brands to be available anywhere. Consistent messaging in shopping apps, direct mail, email, ads and other channels is vital throughout the process.

In order to integrate those channels, marketers need time and expertise. This big-box retailer's app grew fast in popularity, but only had one employee manually assembling offers and mailings. Additionally, the platform had no built-in relative analytics, and no mailing list to supplement the online channel.

In order to stay on schedule, aggressive program goals and requirements took a backseat. Quality suffered, and the app couldn't deliver the value customers had come to expect from competitors' online retail channels. Finally, with a long production schedule, offers weren't timely or relevant.

SOLUTION

In close collaboration with the retailer, Quad strategists determined how the app could scale over time to align with goals. Customer Relationship Management (CRM) experts studied what customers wanted from the app, and how it would be more effective when integrated with in-store and direct mail. Quad's data team worked on how the retailer could use the app's data to customize offers, build a stronger mailing list and learn more about users. This work extended to quality assurance (QA) steps, program overhead, scheduling and even the supply chain.

See how we can help.

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