while doing so on their desktops or laptops, not their mobile devices. “This increases the likelihood that our messages will be read,” says Webb, “and increases our sales as a result.”

Potpourri also moved their marketing database management to 4Cite and saw immediate benefits. “Our transactional database is updated weekly rather than monthly, and our digital channel database is updated in real-time,” says Webb.

The result

“4Cite is one of our most valuable business partners,” says Webb. “One reason is because their people have a fundamental and deep understanding of our business. They’re also extremely sharp and capable ‘database geeks’ who know what to do quickly and securely. With 4Cite, we’ve accomplished a lot more and are able to use our databases in a more targeted — and profitable — way.”
Two Success Stories:

More effective catalog mailings

Thanks to 4Cite’s ability to collect and analyze digital traffic, ascertain what is meaningful and then provide the data to us so we can incorporate it into our models, we have found people who are not only good—but especially good,” says Webb. “We mail them several catalogs during a campaign, each with a different cover, and this has increased sales.”

4Cite also helps Potpourri determine which names and addresses should be eliminated. “We’re now suppressing almost 20 percent of households we would have otherwise mailed,” says Webb. “That amounts to approximately 20 million names. At 40 cents each, the savings add up fast. “4Cite allows us to focus our efforts only on those individuals who are most likely to buy.”

Easy Postal Regulatory Commission reporting

Recently, Potpourri had to file formal reports with the Postal Regulatory Commission to document how many times newly acquired households were mailed catalogs. For many companies, especially ones that send as much mail as Potpourri—225 million catalogs a year—such documentation would have been impossible.

“With 4Cite it was simple,” says Webb. “I explained what we needed and within a few hours I had a confirmation email from 4Cite along with a template of what the documentation would look like.”

Webb signed off on that and three days later received an easy-to-understand, data-rich table and a detailed letter with the exact queries 4Cite ran in order to populate the table. “Having a company like 4Cite behind us when we need it is really, really important,” says Webb. “In fact, it’s invaluable.”