4Cite
Making marketing personal

Potpourri Group: The perfect mix of real- time marketing delivers bottom-line results.

The problem

One of the largest multichannel direct marketers in America, Potpourri Group consists of 15 brands, each with its own merchandise, print catalogs, and web and mobile sites. "Keeping track of each brand's marketing, promotions and website activity was a challenge," says Bob Webb, Potpourri's senior vice president of marketing.

So was managing the company's separate print and digital databases; they typically took a month or longer to update."

The solution

Potpourri turned to 4Cite to better track sales and manage omnichannel traffic — including the number of site visits and the amount of time spent during each visit — and began to use the digital marketing services provider's new, more effective, email campaign management capabilities.

Potpourri saw an immediate benefit when they moved their marketing database to 4Cite's Real-Time Interaction Management system too. "Now, our transactional database is updated weekly rather than monthly, and our digital channel database is updated in real-time," says Webb.

This move has been extremely important. First, it enables Potpourri to use the Consumer Insight & Interaction Hub™ to identify website visitors and leverage customer data, analytics and insights to continuously optimize each customer's purchases. And second, it enables Potpourri to more effectively manage its emails. "We can stop an email about a new sale on sweaters from going to the person who,

three minutes ago, just paid full price for one of those sweaters," explains Webb.

Potpourri harnesses the 4Cite Data Network™, 4Cite's proprietary web visitor identification technology, to make cross-device connections and ensure that Potpourri's emails are delivered when recipients are actually reading their email—and only 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."

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 how 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."