

Brooks Brothers acts on reporting data to increase sales of women's wear

With limited self-identified information given by subscribers, creating behaviour or demographic specific segments for more targeted campaigns became increasingly difficult.

● Overview

Brooks Brothers, the nation's oldest clothing retailer, was focused on ways to increase sales in its women's clothing line. Although Brooks Brothers collected email addresses through opt-in processes, many subscribers had not self-identified their gender, leaving the clothing retailer unable to accurately determine which of its subscribers were men and which were women.

Brooks Brothers did not want to alienate its customers for men's apparel by sending them a women-focused email, so they decided to cut gender-based segments from its database utilising email response data.

● Solution

Using CheetahMail's Advanced Analytics Tool, Brooks Brothers was able to conduct a real-time query of all subscribers who had clicked on any women's product from its last three months of campaigns. The query produced a segment that was nearly twice as large as the number of subscribers who had self-identified themselves as female.

Believing a targeted women's line campaign sent to subscribers who had previously expressed interest in women's products would increase response, Brooks Brothers then executed the mailing.

● Results

Conversion rates from the campaign were 250% higher for the targeted women's line campaign than Brooks Brothers' general mailing. Brooks Brothers had identified a segment that was most likely to purchase women's clothing and it could track email responses over time through CheetahMail's system in order to gauge subscribers' interest levels in women's products vs. all products.

"This is a real testament to the importance of segmenting your database by subscriber behaviour rather than just self-identified data," said Jennifer M. Clark, Brooks Brothers E-commerce Marketing Manager. "CheetahMail's Advanced Analytics tool enabled us to identify segments that were not originally evident from information provided by subscribers."

Due to the success generated from Brooks Brothers' gender segmentation, the clothing retailer will continue to use CheetahMail's Advanced Analytics to further segment its campaigns based on criteria such as product category.

● **"This is a real testament to the importance of segmenting your database by subscriber behaviour rather than just self-identified data."**

Jennifer M. Clark
E-commerce Marketing
Manager, Brooks Brothers

Results

Brooks Brother's gender-specific campaigns performed as follows:

CONVERSION RATE
250x HIGHER
THAN STANDARD MESSAGES

About Experian CheetahMail

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