

## Leading gift catalog mailer achieves 600% ROI by integrating Facebook targeting into its holiday campaign

### Goals

- Integrate online channel into existing marketing strategy
- Optimize response

### Industry

- Consumer gift and home products

The client is a prominent direct marketer of gift and home products that employs Infogroup Media Solutions data acquisition and marketing strategy services for several catalog drops throughout the year.

The company approached Infogroup to help them optimize holiday campaign response by integrating an online channel into their existing holiday catalog direct mailing.

### Strategy

The Digital Solutions team at Infogroup Media Solutions completed a strategic analysis to determine the audience, platform, and messaging that would deliver the best return on investment. Taking into consideration the client's test budget, timeline, and creative assets along with media cycle trends, Infogroup recommended targeted audiences of customers and prospects to engage on Facebook with video and carousel ads.

Infogroup leveraged its Marketing Genetics transactional data to flag and segment out online buyers on the files. The lists were enhanced for social media, 100% matched and onboarded to Facebook. Infogroup also managed the media buying, reporting and analytics for the campaign. Through constant monitoring, Infogroup was able to swap creatives based on performance trends throughout the campaign in order to maximize response.

### Results

The direct mail and Facebook cross-channel campaign outperformed direct mail only. By employing Infogroup Media Solutions' digital strategy and solutions to expand their reach into online channels, the client exceeded their campaign goals. They saw an increase in conversions and a higher response over direct mail alone, and a 600% return on their ad spend.

### About

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

