

BIGW live big for less

At Catalogue Central we're used to breaking new ground. We relish a challenge. The biggest targets we have to break are the growing results we continue to deliver. When a major retailer came to us with a challenge, we got excited.

The Challenge

- Primary: Increase incremental reach for a major retailer's catalogue campaign.
- Secondary: Understand the true ROI of campaign using in-store sales.

The Solution

Thankfully the hard work's been done already. Between Catalogue Central and the iNC Network, we're set up to reach the masses.

- We distributed the retailer's catalogue across Catalogue Central and the iNC Network reaching over 3,000,000 consumers, (by the way, this is growing every day) in January alone.
- We sent a targeted catalogue alert to the retailer's preferred members hitting another 70,000.
- At Catalogue Central we don't do anything for the sake of it, so we segmented a universe of those catalogue readers and undertook an online reader survey.

The Outcome

The million dollar question – did it work?

Our results illustrated that not only were our consumers reading and engaging with the major retailer's catalogue online, they were driven in store and making purchases.

Here's how we know:

Of the 2,262 people who completed the survey, 85% went in store.

Of those who went in store, 93% made a purchase.

This means that 75% of people who read the catalogue then went in store to buy.

The Flow on Effect

With the iNC Network continually proving to be an invaluable vehicle, delivering guaranteed catalogue readership across an engaged mass audience online. We welcome this client to our growing list of respected clients- both big and small. We work at optimising their catalogue programmes whether 10%, 20% or 100% of catalogue budget invested online by finding the mix that delivers the strongest results for our client. This is our expertise and what we do best. Thinking Results? Think iNC!