



The iNC Network strives to consistently break new ground. Our team relish a challenge. The biggest targets we have to break are the growing results we continue to deliver. When a major furniture specialist came to us with a challenge, we got excited, and set out to conquer this request...

The Challenge

Primary: To determine the number of purchases made in store as a result of the retailer's catalogue being read online.
Secondary: Understanding why the remaining consumer's were not purchasing, even though they went in store after reading the online catalogue.

The Solution

Thankfully the hard work's been done already. Through 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 3,200,000 consumers (and by the way, this is growing every day).
- We sent a targeted catalogue alert to the retailer's preferred members hitting another 32,887 people.
- At iNC 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 a strong percentage of consumers were reading the online catalogue, were then driven in store and making a purchase. Results also indicated, the remaining consumers who did not buy, were simply withholding due to a visual disparity between the product in the catalogue to what it actually looked like in store, or because they were researching for a future purposes.

Here's how we know.

Of the nearly 599 people who completed the survey, 53% went in store.

Of those who went in store, 25% made a purchase.

Reasons for not making a purchase were indicated from 572 consumer comments, indicating that they were still researching or found that the product in store didn't match the expectations set by the catalogue online.

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!