

# iNC Story Telling: Prominent Hair & Beauty Retailer



The iNC Network strives to consistently break new ground in the online catalogue market. Our model is based on delivering guaranteed catalogue readership to a mass audience online. iNC guarantees results or money back.

When a prominent Hair & Beauty retailer came to us with a challenge, we got excited. And this was no ordinary challenge. We were tasked with an entirely new concept. They were tired of the print waste produced by their physical door drop catalogues, so instead lead the way with an entirely online based alternative distribution. This is what played out.

## The Challenge

Primary: To distribute the retailer's catalogue content online for a fraction of the physical catalogue cost, while maintaining like reach and readership levels and in store sales.

Secondary: Assess ROI for a mass distributed online catalogue campaign.

## The Solution

Through the iNC Network:

- We distributed the catalogue across thousands of websites reaching over 3,000,000 consumers for the month (this is growing every day).
- We emailed a Catalogue Alert to a specific segment of our consumer base by directly hitting another 100,000 people.

## The Outcome

The million dollar question – did it work?

Our results illustrated that not only were consumers reading and engaging with the catalogue online, they were driven in store and making purchases, no different to a physical catalogue.

Here's how we know.

Of the nearly 276 people who completed the survey, 76% recall reading it.

Of those people who recall the catalogue, 48% went in store.

Of those who went in store, 78% made a purchase.

This means that 38% of people who read the catalogue online went in store to purchase.

## 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!