



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 we introduced a jewellery category for two major retailers in May 2010, we were faced with new challenges and targets to reach. We set out to conquer this request.

## The Challenge

Primary: To determine a consumer's intention to read a jewellery catalogue online.

Secondary: Determine the percentage of in-store sales comparative to the percentage of reads of the retailer's online catalogue content.

## The Solution

Thankfully, the hard work has been done already. Through the iNC Network, we're set up to reach the masses.

- We distributed both retailers' catalogues across Catalogue Central and the iNC Network reaching over 3,200,000 consumers (and by the way, this is growing every day).
- At iNC we don't do anything for the sake of it. So we then went on to segment a universe of those catalogue readers and undertook an online reader survey.

## The Outcome

The million dollar question – did it work?

Although this was a tough challenge for iNC, we conquered our targets and discovered invaluable feedback for both major jewellery retailers along the way. Our results illustrated that a strong percentage of consumers were reading the online catalogue, were then driven in store and making a purchase. It was also discovered that most people were browsing for offers and purchase ideas, as apposed to searching for a particular product.

Here's how we know.

Of the 794 people who completed the survey, 31.5% showed interest in browsing all jewellery categories within the catalogues of our jewellery sector.

40.2% of people who read a jewellery catalogue online went in store.

Of those who went in store, 47.5% made a purchase!

This means that 19% who read a jewellery catalogue online 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!