



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: Prove online engagement is similar or better than traditional print engagement.
- Secondary: Understand the true ROI of a campaign using in-store sales comparative to the cost per reads of online content.

## The Solution

Between Catalogue Central and the iNC Network, we set up to reach the masses and prove the retailer's challenge.

- The Mitre 10 catalogue was distributed across the iNC Network and strategically positioned to an audience interested in the Retailer's content. The iNC Network has over 4,000 sites, 2 million email addresses and a reach of more than 3,000,000 consumers in Australia.
- We selected a sample of these catalogue readers and conducted an online reader survey to determine if the retailer's content, when presented online drove in store traffic, encouraged consumer sales and achieved adequate ROI.

## The Outcome

After browsing the retailer's catalogue online, customers recalled this content, went into store and made a purchase. This produced an excellent ROI for the retailer, based on our reduced Unit Sale figure.

Here's how we know:

- Of the 470 people who completed the survey, 78% remember reading the catalogue.
  - 60% of these went into store.
  - Of the people who went into store, 82.5% made a purchase.
  - Therefore 39% of people who read the catalogue on Catalogue Central then went into store and made a purchase.
- ROI for retailer= total sales/cost = \$19,250/450 = 42.7 times.

## 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!