

Eyemart Express case study

an algorithmic approach to cutting timelines, creating savings, and freeing up resources.



challenge

Eyemart Express, a leading eyewear retailer, has made big investments in personalized direct marketing for its customer acquisition programs. As their data needs began to grow, limitations in the data management process were exposed and created inaccuracies in their campaigns. They also had a large variance in their quantities within each mailing which added complexity and delayed the production process. The program began to stagnate, and errors began hurting campaign ROI, so they had to address it.

solution | program assessment | algorithmic programming | data management | mail optimization

As specialists in data management and personalization, Blanks immediately audited the data management process and uncovered a lack of automation to be the disruptor. Like all data intense programs, an automated workflow with data and templates was implemented to streamline personalization efforts. A mail optimization analysis also uncovered that commingling could create postal savings.

To add greater intelligence to the program, an algorithm was developed that accounts for total cost and time variables to optimize every mailing. The program code-named C.I.A. (Cost Intelligence Algorithm) is another great example in support of our mantra of providing "a rare level of comfort"!

results

In a short amount of time, the new process freed up internal resources, provided near flawless personalization, and improved operational productivity. Specifically, the improvements implemented **decreased production timelines by 5 days, grew the program by 15% and created 10% in savings.**

Blanks