

Euclid helps national retailer increase marketing ROI and same-store sales

A casual apparel retailer's store operations team installed Euclid in 20 stores where same-store sales were flat-to-down. They wanted to understand store visits, visit duration, and window conversion in a few underperforming stores.

The retailer had traditionally used catalog drops as their main tactic for attracting shoppers back to stores. Despite high production and distribution costs, catalogs had been a cornerstone of their marketing strategy since the founding of the company. Occasionally, the retailer also mailed postcards to their customer list about new merchandise, sales, or special offers.

By matching Euclid data -- including new and repeat visitors, visit duration, window conversion and walk-by traffic -- to the retailer's mail dates for catalogs and postcards, it was clear that the postcard campaigns generated a significant increase in same-store sales. The postcards were driving not only repeat customers, but also longer visits. Unfortunately, it was also apparent that the catalogs did not drive loyal customers back to stores, and actually led to a slight decrease in store visits. When the retailer added online sales into the analysis, they found that catalogs drove e-commerce sales, not in-store visits and spend.

Because of these findings, the retailer better understands the relationship between same-store and total sales in all three channels: physical stores, direct mail, and e-commerce. They can make smarter investments with limited marketing budgets. Higher ROI and better ability to manage same-store sales gave the retailer confidence to roll out Euclid to all 200 stores in their chain.