



CI Client Press Release

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Customer Insight leads to Marketing Communications Database

A major UK distribution company is to invest in a marketing database from development specialists EWA Bespoke Communications following successful and informed analysis of their sales and product data. The company boasts stock of more than 16,000 different spare parts for multiple industries. With over 7,000 live and active sales accounts in any one month detailed customer insight is essential to enable informed and accurately targeted marketing.

The company's Sales Director stated – "we need to ensure that with so many customers we are communicating with them at the right time with the right offers and information. EWA Bespoke Communications has enabled us to do this. Their specialist Customer Insight team has identified key opportunities for us to pre-empt customer attrition and to increase our sales with relevant offers for individual customers across our vast range of parts."

EWA will develop a marketing database that has embedded communication rules to trigger key marketing messages to individual customers based on their purchasing habits and preferences. EWA's Project Director, David Campbell, said; "With such a large and varied number of customers it is essential for our client to be able to distinguish and react to each individual customer's behaviour. With 7,000 accounts, they have customers that order daily and some every three months. To adopt the same communication strategy with them all would be fruitless." He continued, "This investment will enable them to increase sales and reduce their marketing expenditure providing a measurable return."

EWA Bespoke Communication has over twenty five year's experience of developing database solutions for business. This project will benefit from continuous refinement of the marketing messaging and outcomes as sales data will be updated daily. This will also drive automated information reports to the client's senior management to give them even greater insight into their customers' behaviour and the company's performance.

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