

VistaPrint uses testing & reporting tools to target best customers and grow internationally

Self-service client uses CheetahMail to discover which offers are most relevant to their international customer base

● Overview

VistaPrint sought to maximize value from their best customers and also grow their business internationally. VistaPrint used CheetahMail's industry-leading analysis and reporting tools to identify their best customers and effectively sell them higher-value products, thereby increasing the revenue of their email campaigns. In addition, VistaPrint used CheetahMail's reporting tools to grow their business overseas by testing which types of offers resonated with each country's customers.

● Challenges

- Identify best customer segments to send targeted offers on “big ticket” items
- Perform A/B testing on small customer sample sets
- Test international markets to optimize email marketing strategy on a country-by-country basis
- Track offer performance by item in real-time

● Solution

VistaPrint, the source for high-quality graphic design and Internet printing, worked with CheetahMail in a collaborative role, with their own dedicated email marketing team leveraging CheetahMail primarily for its scalable platform and robust application.

First, VistaPrint used the CheetahMail application to segment their customers in a variety of ways, including value group segments (based on past purchase behaviors) as well as demographic segments (including nationality). VistaPrint also used CheetahMail online surveys to acquire more customer information and increase their segmenting sophistication. CheetahMail received daily, automated feeds of segmentation data from VistaPrint, thereby ensuring that all data was current.

Once these segments were created, VistaPrint used CheetahMail's Sample Set Tool to create A/B testing scenarios for domestic and international mailings. Specifically, VistaPrint used this tool to send their best U.S. customers “big ticket” product offers on items such as large-format prints, while all other customers received multiple low-end offers on items such as business cards.

An example of VistaPrint's international messaging campaigns.



● **“The greatest thing about our program is being able to see visually where the click-to-purchase is happening. Our ability to learn and react quickly has made this a cash cow for us.”**

Daniel F. Clarke
Manager, International
Retention Marketing,
VistaPrint

To improve international sales, VistaPrint's in-house email marketing team again used CheetahMail's Sample SetTool to implement a series of A/B tests in which various creative, product item, and product quantity variations were tested on a country-by-country basis. By performing these tests in a sample set environment, VistaPrint did not compromise their broad customer bases at home or abroad.

CheetahMail's ability to track click-through and conversion performance on an item-by-item basis in real-time allowed VistaPrint to execute a great number of tests in a quick turnaround time.

● **Results**

Diligent targeting and testing has paid off for VistaPrint. Their high-end, single-product campaigns targeted at U.S. customers have generated 10x more revenue per email than standard, multi-product campaigns. Meanwhile, VistaPrint has developed a winning strategy for targeting their international customers on a country-by-country basis. (See chart, right)

● **Looking ahead**

Testing continues to be a focus of VistaPrint's email marketing program, with over 100 tests being executed each week.

Results

Various offers sent to German customers performed very differently during testing. In the example below, "Creative Option 1" outperformed "Creative Option 2" as follows:

CLICK RATE	REVENUE	CONVERSIONS
+22%	+29%	+38%

Creative option 1



Creative option 2



About Experian CheetahMail

Experian CheetahMail is the trusted service provider of online marketing solutions for top enterprises worldwide. Offering industry-leading email marketing and customer intelligence solutions, as well as providing a broad range of client services, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers. Servicing the world's most recognizable brands, Experian CheetahMail's globally diverse client base includes Barclays, Borders Books, Discovery Communications, H&R Block, KLM, Sears Holdings Corporation and Wyndham Hotels. Experian CheetahMail, a business unit of Experian® Group Ltd. (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, Amsterdam, Paris, and Barcelona.



29 Broadway, 6th Floor
 New York, NY 10006
 (1) 212 809 0825 T
 (1) 212 809 6378 F
www.cheetahmail.com