



a case study: database management

provided by: ddk marketing

executive summary

ddk marketing partnered with Albert's Diamond Jewelers to manage their database, including customer and transactional records. The goal of the partnership was to allow Albert's to be able to easily access analytical data on their current customer base in an effort to guide strategic marketing decisions. The database management was designed to be both turnkey, providing quick and detailed analytical solutions to Albert's marketing needs, as well as flexible with the ability to adapt as their marketing needs change.

about

Albert's Diamond Jewelers is a treasured Chicagoland jewelry shopping destination. Albert's is one of the largest and most successful family-owned jewelers in the country. Albert's offers the most prestigious brands including Cartier, David Yurman, Tacori, and more. Their family of jewelry experts is committed to sharing their knowledge, expertise and guidance in offering each customer an exceptional value with unsurpassed quality.

challenges

As Albert's Diamond Jewelers grew, the challenge of providing the personal touch of a small business became more difficult. While they were able to keep detailed records of their extensive client base, they did not yet have the resources to securely store this data.

Albert's carries a wide range of jewelry products and brands. They were in need of a way to identify what type of customer responds to each brand, so they could strategically drive traffic to their store. Additionally, they needed a way to see how each campaign performed once it was complete.

Database management was also needed to be able to track transactional information and gain insight on buying frequency patterns as well as typical purchase amount.

solutions

ddk took over database management services for Albert's Diamond Jewelers in August of 2017. Based on their service agreement, ddk is responsible for securely storing the Albert's customer data records on their cloud-based server and using this data to help Albert's take an analytical approach across their marketing channels. Customer data and transactional history is updated to ddk by Albert's on a quarterly basis via a secure Sharefile.

With the updated data, ddk is able to provide marketing campaign support. Before a campaign begins, Albert's provides ddk with the details of their upcoming promotion which ddk uses to pull down a refined customer list within 48 hours. These lists are used by Albert's to target a strategic subset of their larger customer base that is most likely to respond to their current promotion or campaign. All lists provided are formatted to be immediately ready to use for marketing campaigns, having been CASS certified as well as run through address standardization.

Once a promotion has concluded, ddk can use the updated transaction history and customer lists from the campaign to provide insight analysis to Albert's. The insight analysis details which mailing areas performed well, average customer spend during the event, and estimated ROI for the marketing campaign. This information can be used to make adjustments to future marketing campaigns as needed.

solutions continued

Additionally, ddk can use the securely stored data to provide customized reporting upon request. All reporting is RFM (recency, frequency, monetary) segmented and provides greater insight in to transaction patterns such as sales by zip code, month, and brand.

The data service relationship between ddk and Albert's is designed to be able to change as needed. As more customer data is added and brands expand, ddk and Albert's work with the understanding that data features and reporting may need to be adjusted with the current needs of the Albert's business. The end goal of all services is to provide a seamless, turnkey solution to data management.

results

ddk strives to be an analytical partner in Albert's Diamond Jewelers direct mail marketing. The partnership aspires to help Albert's acquire new customers as well as track the success of their direct mail marketing campaigns. The success of a direct mail campaign can be measured in terms of amount of sales each mailer generated. While the numbers below are not reflective of national average, being only Albert's specific, ddk can showcase that through their analytical approach to direct mail, Albert's has seen an increase in sales per mailer generated year-over-year (see appendix a).

The value-add is not only in increased sales, but the reporting done after a campaign has concluded. While ddk cannot take credit for all factors involved in Albert's increased sales, ddk is able to quickly and accurately analyze the data for each direct mail campaign. This allows for Albert's to be able continue with the factors of their marketing that are working, as well adjust marketing strategies as needed.

testimonial

ddk worked closely with Paul Lucas, operations manager at Albert's Diamond Jewelers, to set the parameters of the data services agreement. Paul coordinated directly with the ddk account management and data teams to map out business needs, submit requests for list pulls, and provide feedback on how their business was affected by ddk's services.

"I have been working with ddk and PANDORA for 5 years, and due to the quality of service and vast offerings we have teamed up to work solely with ddk on our data and list segmentation for the past 2 years. ddk works with us to segment our list based on the customers' transactions and behavior/purchasing patterns. In addition, we get monthly results of how well our direct marketing campaigns have done which has proven invaluable.

Everyday companies and customers are getting more sophisticated, ddk allows us to compete with larger companies who have teams of data analysts and statisticians. I have also found significant savings using ddk, by the quality of lists they produce. We have been able to reduce waste by focusing in on the right people for our mailing campaigns. In today's marketing world where every dollar spent is so critical, ddk allows us to focus on the best targeted customer with the highest potential ROI."

- Paul Lucas, Operations Manager

results continued

The graph below compares Albert’s direct mail campaign results before the data partnership with ddk and during the partnership. Information in the **blue** is based on data services being performed by a third party vendor. Information in **orange** is based on results with ddk as the data partner.

Sales per mailer is an effective metric for measuring the efficiency of a campaign. It shows the sales generated by each mailer sent out. A one dollar increase would mean an additional \$20,000 sales from a 20,000 piece direct mail campaign. While several variables influenced the campaign results, ddk was able to prove a year-over-year increase in sales per mailer for each of the three direct mail campaigns.

