

Case Study

National Apparel Retailer

Challenges



A national apparel retailer with over 800 stores was seeking to grow e-commerce sales.



Their customer file where email was present accounted for two-thirds of e-commerce sales. However, 42% of the file only had postal or mobile numbers as contact points.

Solution



Leveraged all available contact points to maximize match rates to add email.

Proven Results



Using the existing name, postal, and mobile numbers, PGM provided a **22.3%** lift in email.

