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.

Solutions

Porch Group Media used all available contact points to maximize match rates to add email.

Proven Results

✔ Using the existing name, postal and mobile numbers, Porch Group Media was able to provide a **22.3% lift in email**.