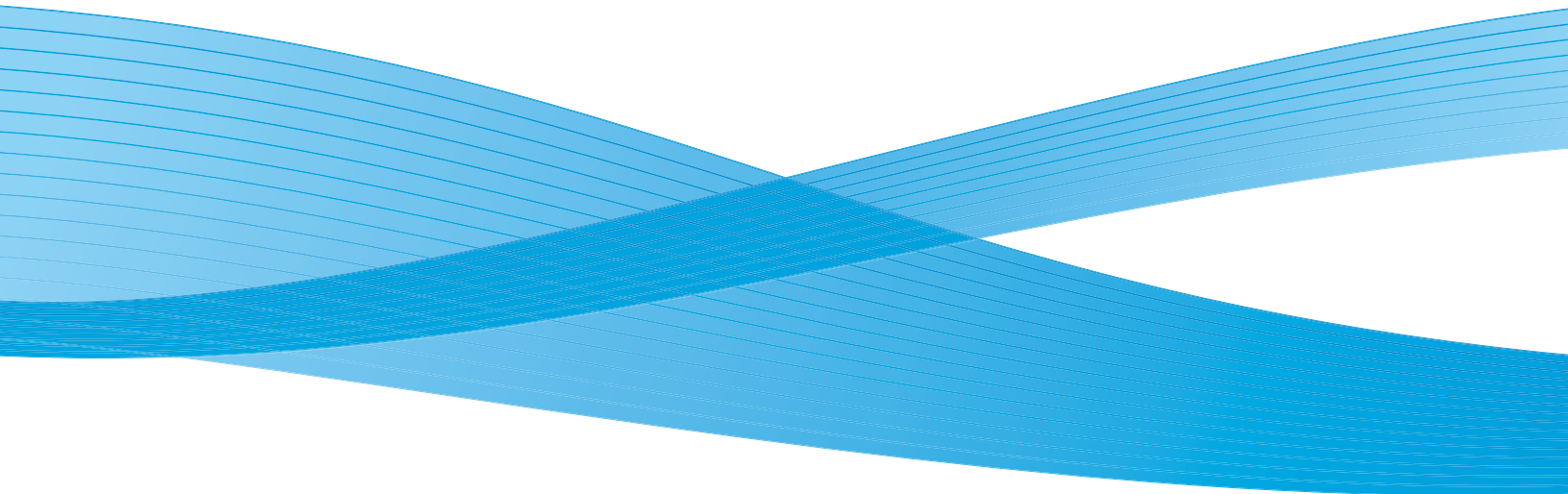


A retail giant wanted a direct mailer personalized 20 ways. Our solution hit the bull's eye.

Our one-to-one software solution
achieved double-digit response rates.



What happened when Target used Xerox's 1:1 software to customize its mailers?

Double-digit response, a 50 percent lift – and cost savings as well.

The Challenge

Target® Stores, one of North America's largest retail chains, sends mailers to two million of its best customers multiple times per year. The company wanted to leverage its deep knowledge of these customers' buying habits to create a new, highly personalized mailer with up to 20 variables. The pieces would include customized coupons and incentives based on each customer's unique product purchases. A concurrent objective was to bring the production process in-house to reduce costs.

But doing both simultaneously posed a challenge: Target had just five weeks to prepare design templates and demonstrate how the mailer could be created in-house at lower cost.

The Solution

Xerox had a solution for Target, and its name was XMPie®. This one-to-one software solution features an easy-to-use campaign design structure. And it integrates seamlessly with Adobe® InDesign®, the ubiquitous design tool familiar to Target's designers.

Using XMPie's uPlan, uCreate and uProduce components, Target's programmers, designers and production staff worked independently, and then combined elements into a cohesive campaign. First they built individual shopper profiles from data gathered from credit card purchases, Web and e-mail interactions. Then they designed self-mailers featuring products and coupons based on each recipient's previous purchases.

Meanwhile, the complex variable data programs were tested and proofed by Target teams in the U.S. and India. This enabled international groups to work more efficiently and meet the tight production deadlines.

The Result

"Many companies talk about faster time to market, but it doesn't get much faster than what we achieved," says Heidi Schaefer, Target's Variable Data Project Manager. "Within five weeks, we defined our target audience, created value-added variable offers, and produced a personalized print campaign for more than two million Target customers."

By doing so, Target achieved double-digit response rates – a 50 percent lift over its previous static direct-mail pieces – as well as a 30 percent savings in operations costs.

"XMPie was the key factor in bringing this program to reality. We're using it for numerous print campaigns. And we're exploring options for including cross-media features such as personalized URLs. It's a great foundation for many of our customer communications."

Heidi Schaefer
Variable Data Project Manager
Target



Sector: Retail

Solution: Used XMPie software to deliver customized offers driven by purchase patterns

Client: Target Stores

Challenge: Create a personalized mail campaign to two million customers in five weeks

Results: Double-digit response, 50 percent lift and 30 percent cost savings

The Bottom Line

Target Stores wanted to leverage its deep knowledge of customer buying habits to create a new, highly personalized mailer, with up to 20 variables. It used Xerox's XMPie software to create a one-to-one

campaign to two million customers. The results: double-digit response rates, a 50 percent lift over previous direct-mail pieces, and a 30 percent savings in operations costs.

