

Driving CRM Success with SAS® Marketing Automation

Sven Putseys, Vistaprint; Zelia Pellissier, Vistaprint

ABSTRACT

Vistaprint saw the opportunity in the printing market to get more out of high-volume printing by grouping similar orders in large groups. They heavily rely on technology to handle design, printing, and order handling and use the Internet as a medium. With their successful expansion across the world, the issue they were facing was a lot of one-time buyers and a lot of registered users who didn't finish the check-out. The need to implement a retention strategy was the next logical step, for which they chose SAS® Campaign Management. In this session, Vistaprint explains how they use campaign management for retention and how the project was addressed. They will also touch on how the concept of high performance could open up new possibilities for them.

INTRODUCTION

Vistaprint was initially founded in 1995, in a small garage box, in Paris by our current CEO Robert Kean. After attracting some initial investors and a small team of software developers, the startup company moved from Paris to Boston in 2000.

The next few years proved to be very successful! In 2005, Vistaprint went live on the New York stock exchange with a successful initial offering.

Today, our main markets are micro and small businesses but we continue to grow our focus on the consumer market.

MARKET EVOLUTION

Up until the year 2000, Vistaprint was only active on the American continent but this changed a year later with the launch of our Dutch, German and UK website.

Many more countries were about to follow. Over the next decade, we launched our activities in a total of 18 European countries.

In the year 2007 we opened an office in Barcelona which manages all the activity going on in Europe and North Africa. Furthermore, we now have regional offices in Sydney for the APAC market and most recently, an office in Mumbai for the Indian market.

BUSINESS MODEL

Vistaprint sells a varied assortment of products, from business cards to coffee mugs, and from t-shirts to advertising banners.

This all sounds very usual and like something a lot of other printing companies are doing, but there is one big difference.

While traditional print shops are able to deliver reasonable prices at high volumes, typically as from 1000 pieces in the case of business cards, we are able to deliver great deals for quantities as low as 50pcs. This is something small businesses and consumers love to hear!

Vistaprint owns patents on in-house developed technology to group similar orders in large groups, and that enables us to provide our customers with great deals on even very low quantities.

FROM ACQUISITION TO RETENTION

ACQUISITION STRATEGY RESULTS

Vistaprint has been very successful in acquiring new customers over the last 10 years. With a subscriber base of more than 50 million in the EU only, we have solid basis to focus on retention.

These retention efforts were highly necessary, as we saw lots of 1 time customers, 50% of the subscriber population were non-buyers and last but not least, we were experiencing the "bath tub effect" where we were losing subscribers rapidly.

THE COMPLEXITY OF THE RETENTION CHANNEL

Especially on the European continent, our retention channel is quite complex. We need to deal with 17 different countries, an equal amount almost of different languages and all this must be multiplied by the different communication channels like retention email, transactional email, direct mail, box inserts and retargeting.

This complexity urged us to find a solution that helps us automating the selection process for this channel.

THE SOLUTION

After comparing different vendors, about 5 years ago, we decided to go on board with “SAS Marketing Automation” and more specifically the campaign management part of it. We were already familiar with the analytical suite offered by SAS, so we thought it would be good complement.



SAS Marketing Automation offering overview.

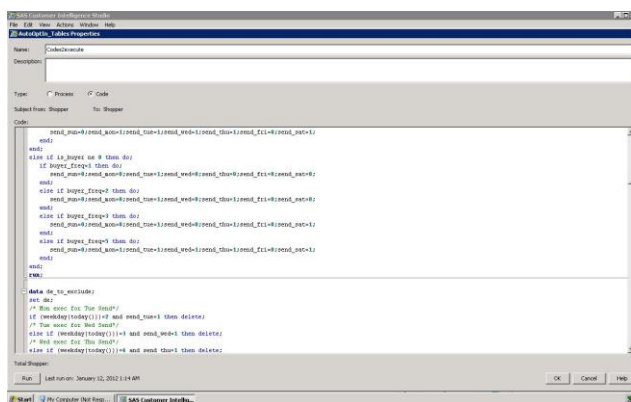
The SAS Campaign Management solution offers us a few advantages:

- An easy to use drag and drop tool to select customer populations, apply filters and criteria.
- Ability to use “Process Nodes” to get to data which is not located in the SAS Datamart
- Easy scheduling options

MATURING THE RETENTION CHANNEL

Once we had SAS Marketing Automation up and running at the end of 2009, we decided to test launch the new way of executions with one pilot country. In the course of 2010, we rolled out the SAS selections to all other European countries.

During the initial months using SAS MA, we were using codes written by analysts to do the different customer selections by implementing these codes in process nodes in SAS Campaign Management.



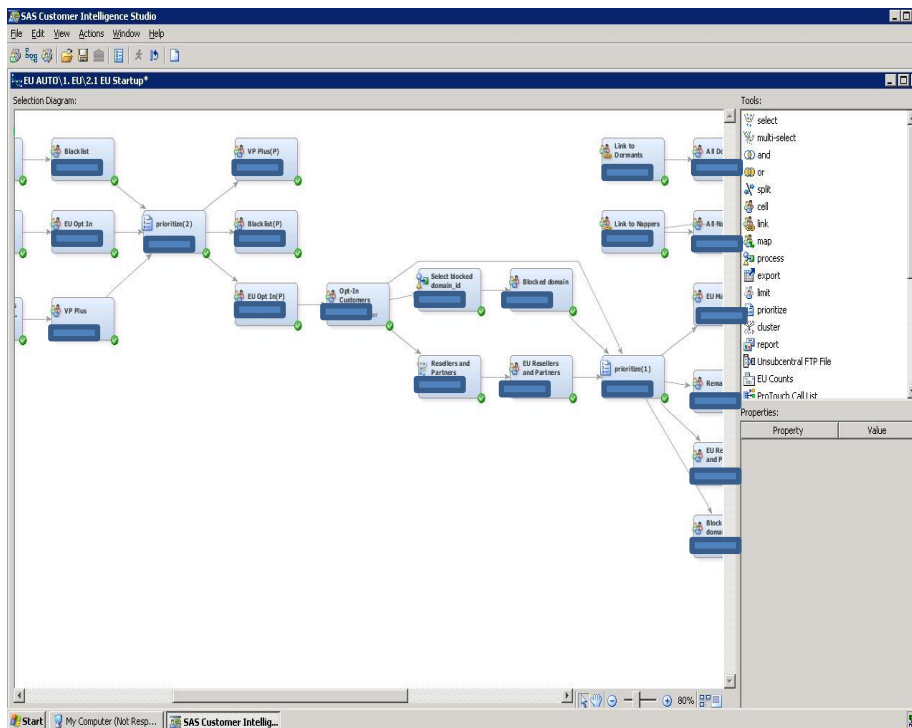
```
data _work_ (keep=customer_id);
  do;
    if is_active then do;
      if is_not_active then do;
        select _work_ from sasuser.sasuser;
      end;
    end;
    if is_active then do;
      if is_not_active then do;
        select _work_ from sasuser.sasuser;
      end;
    end;
    if is_active then do;
      if is_not_active then do;
        select _work_ from sasuser.sasuser;
      end;
    end;
    if is_active then do;
      if is_not_active then do;
        select _work_ from sasuser.sasuser;
      end;
    end;
  end;
run;
```

Example of a process node in SAS Campaign Management.

The use of these process nodes had a few disadvantages:

- Hard to understand for marketers
- Involvement of analytics was required to make updates to the code
- No good error messaging

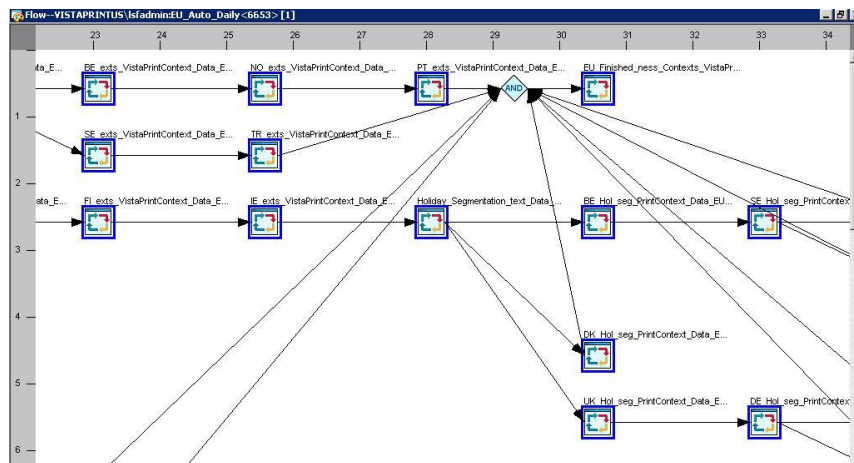
Therefore, we decided to gradually replace all process nodes by easy to use, drag and drop based selections from fields in the data mart in the course of 2011. This hugely improved the end user experience.



Example of a drag and drop interface in SAS Campaign Management.

We didn't stop with the improvements here. In the course of 2012, we automated most of our campaign executions. This highly reduced the manual work involved with the customer selections and reduced the risk of errors. It also resulted in a reduced overall execution time.

We were able to automate all our campaigns by using the “LSF Flow Manager” included in the SAS Marketing Automation offering.



Example of an automated campaign flow in LSF Flow Manager.

CONTACT INFORMATION

Your comments and questions are valued and encouraged. Contact the author at:

Name: Sven Putseys
 Organization: Vistaprint
 Address: Carrer Bac de Roda 64
 City, State ZIP: Barcelona, 08019, SPAIN
 Work Phone: +34687284328
 Email: sputseys@vistaprint.com
 Web: [http:// es.linkedin.com/in/svenputseys/](http://es.linkedin.com/in/svenputseys/)

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.