



## Andrews Wharton Case Study | Sports and Activity Retailer | Custom Modeling & Data Analytics

AWI's client was a leading sports and activity retailer that needed to drive store traffic and increase its sales.

However, they had multiple data feeds each with limited data points that were required for targeting within all of their customer data.

To make this input data actionable, the data needed to be further refined and enhanced.

### The Andrews Wharton Solution in Action

AWI took a multi-sourced approach to the challenge, comparing their house file against a number of large national databases. This maximized match rates and enhanced partial records, making them targetable *and* actionable.

After leveraging fuzzy-match logic to optimize the number of complete records available, AWI then further enhanced them by utilizing an internal model to align the campaign strategies and determine the best path forward.

Furthermore, a multichannel approach was used to achieve additional goals:

- Gain Additional Reach
- Bolster Brand Awareness
- Gain Insights into Convenient Retail Locations

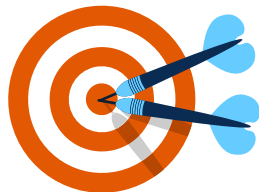
### The Results

The client was extremely happy with the program to the point they considered it a double-winner.

First, AWI's overall solution was successful at delivering a 45% lift in targeted prospects.

Second, the campaign also succeeded at driving incremental traffic and increased sales to their local retail locations.

After this initial engagement, the client returned to AWI for help with additional goals, including creating effective customer win-back strategies.



**Double  
Winner**



**45% Lift**  
in Target Prospects



**Incremental  
Traffic**



**Local  
Sales**