

True Value: delivering genuine value to customers.

Leading retailer-owned hardware cooperative builds foundation for personalized, one-to-one marketing with Adobe Marketing Cloud.

True Value®

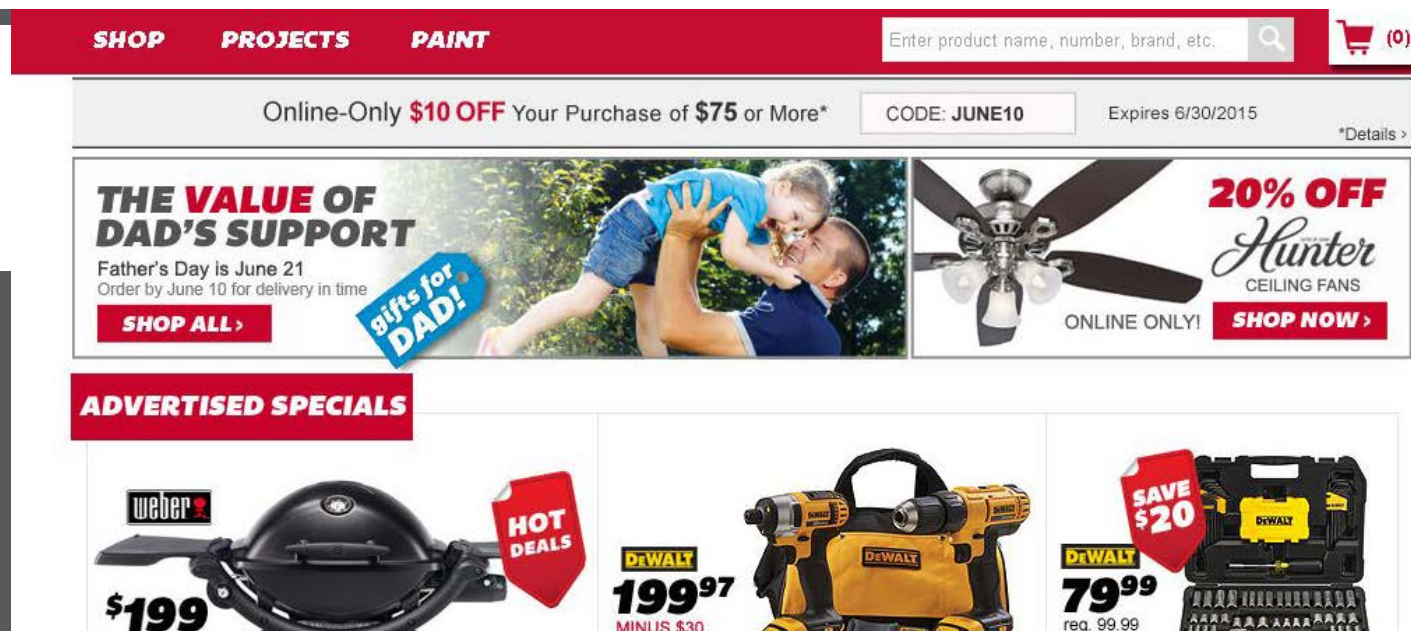
"With Adobe Campaign, we have clean, consolidated customer information and enhanced segmentation and targeting—and that's resulting in significant return on investment."

Melva Godwin, Manager, Campaign Management, True Value Company

SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH

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RESULTS



ONE VIEW

Consolidate information from multiple sources to get a full-circle customer view

163%
OPEN RATE INCREASE

EMAILS WELCOMED

Increased email open rates by up to 163% due to improved segmentation and targeting



NEW EFFICIENCIES

Streamlined marketing workflows and cut campaign cycle time by 20%



BETTER FLEXIBILITY

Boosted marketing effectiveness and flexibility by empowering marketers to launch campaigns independently

True Value Company

Established in 1948

Employees: 2,500

Chicago, Illinois

www.truevaluecompany.com

Precision Dialogue

www.precisiondialogue.com

CHALLENGES

- Move to personalized, cross-channel marketing
- Obtain more comprehensive views of customer segments
- Reduce overall email volumes while increasing open rates
- Coordinate tailored marketing across channels to increase customer impressions

“We strive to be of service to our customers and communicate with them in ways that meet their specific needs.”

Melva Godwin, Manager, Campaign Management, True Value Company

Valued customers

At age 12, John Cotter began working at a neighborhood hardware store, helping customers find everything from plumbing parts to farm and ranch supplies. His passion for providing people with everyday necessities grew into one of the world's largest retailer-owned wholesale hardware cooperatives—the True Value Company.

Today, True Value is headquartered in Chicago with 13 regional distribution centers. The True Value cooperative also includes approximately 4,500 independent retailer locations in more than 50 countries operating under the store identities of True Value, Grand Rental Station, Taylor Rental, Party Central, Home & Garden Showplace, and Induserve Supply.

Catering to customers goes beyond providing top-quality products and exceptional service. The company's commitment to customers also includes providing relevant marketing engagement. From online circulars with valuable offers to e-commerce and in-store specials, True Value initiates numerous annual campaigns that enhance customer engagement and sales.

“At True Value, we want to do more than just increase sales. We strive to be of service to our customers and communicate with them in ways that meet their specific needs,” says Melva Godwin, Manager, Campaign Management at True Value Company. “That requires tailored messages, content, and offers across channels.”

Multiple constituents, multiple goals

True Value's campaign management group supports multiple business units, each with varying email marketing objectives. The Loyalty group seeks to engage customers and encourage sales in-store by distributing a monthly newsletter with DIY tips. The e-Commerce team seeks to drive online and in-store conversions. Consumer Marketing manages national campaigns, branding, and circular distribution, including online, email, and print. Campaign Management executes email campaigns for specific retail store events such as customer appreciation and store anniversary sales.

The company has a strong commitment to delivering personalized, one-to-one experiences, but several challenges could stand in the way. For instance, today, the lack of a central repository for all customer information hinders the opportunity to gain a single view of customer activities. In addition, coordinating interactions across channels such as email, direct mail, websites, and in-store shopping and service is also challenging.

Millions of emails, higher returns desired

Especially when it came to email campaigns, the lack of robust campaign management was evident. True Value was distributing 23 million emails a year to 2.5 million recipients, and the company's managers wanted to improve the open rates and click-throughs.

“Now that we have an improved understanding of our customers, and we can run our campaigns more efficiently with Adobe Campaign, we’re looking forward to providing our customers with even more relevant, targeted experiences.”

Melva Godwin, Manager, Campaign Management, True Value Company

Marketers set out to improve effectiveness by decreasing email volumes, while improving customer response, through cleaner, more complete email distribution lists and enhanced targeting. True Value’s first step was to obtain more information on customer email engagement to enable better segmentation and personalization.

To achieve this aim, True Value switched to a more advanced, multichannel campaign management solution. Working with Adobe partner Precision Dialogue, True Value implemented Adobe Campaign. “Working with Precision Dialogue, we are looking to have Adobe Campaign help us engage audiences with relevant content at just the right time,” says Godwin.

In parallel, True Value is working on a data repository that will create a single customer view. This solution will integrate data collected via Adobe Campaign. True Value is also an existing user of Adobe Analytics.

Streamlined switch to advanced campaign management

Precision Dialogue worked with the team at True Value to migrate data from several data sources—loyalty programs, historical responses, e-commerce system feeds, and others—into Campaign to build the first email customer profile. Precision Dialogue also managed many other critical activities, such as setting up templates to reduce production time and improve targeting, establishing efficient campaign workflows, and training staff. In total, Precision Dialogue helped set up seven campaigns and provided interim campaign management while the True Value team came up to speed.

The new campaign management process allows True Value marketing associates to execute campaigns efficiently, reducing administrative time and supporting higher-value, strategic activities. “The work we did with Precision Dialogue, especially the workflow process blueprint they established for our campaigns, put our team on the fast track to success with Adobe Campaign,” says Godwin.

Shorter cycle times, improved results

The transition to the Adobe solution went swiftly and smoothly. Marketers can now execute campaigns independently, resulting in faster, more agile campaign management.

True Value started by running multiple email campaigns through Campaign, including using inbox rendering to help ensure that emails display correctly in recipients’ browsers. Soon, the company began achieving its goals for increased marketing efficiency and effectiveness.

Based on insights from reporting in Adobe Campaign, True Value increased open rates by up to 163%. Another campaign saw increased open rates of 133%. Results were impressive on other marketing initiatives as well. “With Adobe Campaign, we have clean, consolidated customer information and enhanced segmentation and targeting—and that’s resulting in significant return on investment,” says Godwin.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign and Adobe Analytics solutions. Capabilities used include:
 - Campaign management
 - Visual cross-channel orchestration
 - Integrated customer profile
 - Personalized targeting
 - Operational reporting
 - Marketing reports and analytics
 - Ad hoc analysis

For more information

www.adobe.com/marketing-cloud/campaign-management.html

www.adobe.com/solutions/digital-marketing.html



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Springboard for marketing success

Now that True Value has established a strong campaign management foundation, the company plans to expand its use of Adobe Campaign. Next, marketers will begin coordinating direct-mail campaigns.

“Our ability to segment customers in more granular ways is having a big impact on our marketing effectiveness,” Godwin says. “In some instances, we nearly halved email volumes and received a higher return on each email. Now that we have an improved understanding of our customers, and we can run our campaigns more efficiently with Adobe Campaign, we’re looking forward to providing our customers with even more relevant, targeted experiences.”