How eCRM can help you grow sales and market share

Penetrate

Mental availability

Consistent Messaging

Cream Liqueur sales through a major UK retailer (Tesco) fell significantly in 2013, largely as a result of reduced overall customer numbers. But Baileys was able to mitigate the impact by growing its share of Tesco cream liqueur sales, thanks to its eCRM program.

To understand how, Bailey's partnered with dunnhumby to analyse data from the Tesco Clubcard database. Comparing Clubcard holders who were also opted in to the Baileys eCRM program with a control group of non-opted in cardholders, we were able to measure the effect of the eCRM program on Baileys sales versus competitor brands.

The analysis revealed some compelling figures:

*   **Brand penetration increased by 18%** for the emailed consumers

*   Bailey's **Repeat Purchase levels were 89% higher**

*   **Sales uplift among most-engaged eCRM consumers was almost four times** as much as non-engaged eCRM consumers

Despite the overall decline in sales in the category, Baileys gained incremental sales and repeat purchase at the expense of competitors' brands as a result of the eCRM activity.

Interested in recruiting new consumers to your brand?

An eCRM program can increase brand penetration, build loyalty and grow market share. Email diageodatanova@havashelia.com and start leveraging the Diageo datanova database of 10m consumers.

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BAILEYS