



Clario Stream Sets the Standard for Benchmark Brands

Clario Stream analyzes an array of contact data, including when they last purchased, what they purchased, who is engaged by email, and more “The recommendations allow us to optimize our efforts across multiple marketing events,” explains Beychok. “This allows us to minimize waste and target our mailing efforts toward those most likely to buy.”

CONTACT OPTIMIZATION

“In our industry there is the tendency to mail too much,” says Beychok. “When we work to focus more of our efforts on the Internet channel there is the tendency to drop the bottom tier of customers from the mailing list. While that is an easy solution, it typically is not the best decision. Clario Stream applies intelligence to the decision of who we to mail to, optimizing the process.”

Using the recommendations generated by Clario Stream, Benchmark Brands is able to refine its contact strategy to reduce saturation and revenue cannibalization that can result from too frequent contact.

COST DOWN AND PROFITS UP

A typical catalog mailing involves between 15 and 20 percent waste. With catalog costs at \$0.50 or higher and mailing lists in the millions, that waste quickly multiplies.

Clario Stream can help reduce that waste. The result of using Clario Stream generally is that companies send fewer catalogs overall. Mailing fewer catalogs has the inevitable side effect of reducing sales, yet by refining the mailing list using Clario Stream, profits can rise.

“Our catalog profits did increase as a result of using Clario Stream,” says Bather. “We are a disciplined profit-driven company that does not spend our advertising dollars on initiatives that do not have an acceptable return. Clario Stream helps us identify the bad spends in our catalog mailings, making the whole effort more profitable.”

SAAS STREAMLINES DEPLOYMENT

Clario Stream is deployed as a SAAS (Software As A Service) application, meaning that few if any IT resources are required by users. Benchmark Brands uploads its data using the Clario Stream secure portal and Clario returns the results and recommendations. Benchmark Brands appreciates this cloud-based model as it allows them to focus on running the business, without the administrative overhead of managing another software application.

DOUBLE-DIGIT GROWTH

“We have grown our sales by double digits every year using Clario Stream,” concludes Bather. “During that time we invested in other marketing channels, increased our prospecting and expanded our product offering. The additional profits resulting from Clario Stream helped fund that growth.”

THE CLARIO SOLUTION

Clario Stream is a cloud-powered analytical platform that transforms raw customer data into customer-level intelligence, allowing marketers to create more personalized programs and profitable results.

“CLARIO STREAM HELPS US IDENTIFY THE BAD SPENDS IN OUR CATALOG MAILINGS, MAKING THE WHOLE EFFORT MORE PROFITABLE.”

