

MURAD CAPTURES LOST LEADS WITH 24-HOUR AUTOMATED REMARKETING SOLUTION

With over 85 consumer products and 45 professional products sold around the world, Murad Inc. is one of the world's foremost authorities on skincare health. Founded in 1989 by dermatologist Howard Murad, the company offers skincare solutions to inspire customers to become healthier and more confident in themselves.

Murad's savvy, multi-channel marketing campaigns include everything from television and online advertising to catalogs and national consumer print advertising. As customers rush to purchase the skincare products they've just seen on TV, outsourced call centers handle a significant spike in activity. Although an impressive 70 percent of inbound customers placed an order on a first call, the marketers still challenged themselves to win over the other 30 percent who did not immediately convert.

For years, Murad had an aggressive, multi-touch strategy in place to remarket to non-purchasing customers, which included placing an outbound phone call within 24 hours of initial contact, followed by an email one week later.

Despite best efforts, the process wasn't flawless: the telemarketing component of the strategy did not deliver strong ROI. As a result, Murad was left with dead leads whenever call-center agents were unable to gather a complete record on inbound callers.

"The less our customers have to divulge about themselves, the more comfortable they'll feel about their overall experience," noted Carey Grange, Executive Vice President, Direct to Consumer, Murad. "We needed a way to obtain their information without being intrusive so that we can continue the customer dialogue and convert more leads."

The Challenge

Skincare authority needed to convert more inbound callers who did not purchase

The Solution

SecondApproachSM automated remarketing services

The Result

3% increase in overall customer conversion rate

Revitalizing High-Interest Responders

With the average value of a customer estimated at \$140, Murad's potential earnings for reviving dead leads were high. Seeking a fresh solution to boost sales of its acne line, the company turned to TARGUSinfo and its SecondApproach automated remarketing services.

SecondApproach services enable marketers to immediately reach back out to non-converting leads while their interest is still high. Using its robust consumer data repository, TARGUSinfo appends a verified name and address to a lost caller's phone number in order to automatically send a hard-hitting direct-mail offer.

SecondApproach services not only provide an accurate, reliable source of consumer data, they help increase Murad's marketing velocity — the speed at which they reach back out to hot prospects. Using the newly appended contact information, TARGUSinfo sends out personalized direct-mail pieces to customers within 24 hours of initial contact. The mailer is produced on demand using customized artwork provided by Murad including relevant offers, along with special promotional codes to track resulting conversions.

Rejuvenating Conversion Rates

The results are clear. SecondApproach remarketing services are proving to be the lift Murad needed to rejuvenate its already sophisticated remarketing efforts. Murad has seen impressive results:

- Conversion rates at double the rate expected from a traditional direct-mail campaign
- An overall customer-conversion-rate increase of three percent
- A significant expansion of its customer database, fueling ongoing marketing efforts

“The implementation was seamless. We provided a few quick postcard designs and were up and running. We didn't even have to involve our IT department.” adds Grange. “With this simple solution, we have the power to open up a new source of hot leads and act on them quickly, improving our accountability. Bottom line... it makes sense.”

“There is a limited window of opportunity to engage a customer. With SecondApproach from TARGUSinfo, we can execute at record pace while our products are fresh in prospects' minds.”

- Carey Grange, Executive Vice President, Direct to Consumer, Murad Inc.