Keeping customers in the center to engender loyalty

CRMC 2017

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Overview of Pier 1 Imports

- 1,000+ stores across the US and Canada
- $1.9B company
- 55 year old brand this year

Comp Store Sales projected to grow this year by +2%

Home décor and furniture omnichannel destination

Ecommerce is +20% of revenues in 5 years time
Epsilon is the global leader in turning customer data and insights into business growth.

- 250M+ memberships managed
- 47B+ email messages/year
- 50B+ bid requests/day
- 278M+ device IDs
- 1.5B individual records
- 360° every household – more transactions than anyone

#1 U.S. Agency (all disciplines)

*Source: 2017 AdAge rankings, based on 2016 U.S. Revenue
By focusing on the customer, Pier 1 is creating a loyalty program that understands and engages customers in a way that they haven't before.
Needs and challenges that led to the initiative

- **Inspire** – the fun of the find
- Loyalty focus around **customer experience** and beyond the PLCC
- **Know our customer** and attract the right new customers
- Bring them into the **loyalty program**
Loyalty focus around customer experience – beyond the PLCC

- In-store events
- Engaging, inspiring, teaching design
- Build strategy to balance against negative store traffic
- CRM strategy – Pier 1 Rewards
Know our customer and attract - the right new customers

Building Prospective Pier 1 customer audiences

Pier 1 customer & Epsilon Data

Utilizing profile for look-a-likes
Implementation

Pilot in three states for three months

Test initiatives before Pilot, in-store events and education

Mid-Pilot in four more states

Full launch in five months after first pilot one month ahead of original goal date
Results

Pier 1 doubled their launch goals 6 months after launch.

My Pier 1 Rewards sales were ~75% of sales on a daily basis.

Customer 12-month rolling values and transaction frequency have increased in the 6 months since launch.
Lessons Learned

Some data is worth more than other data or no data
Lessons Learned

Customers want to set their own preferences
Lessons Learned

**Soft benefits** for loyalty programs are actually worth a lot to the customer... rewards points and certificates aren't always the answer
Lessons Learned

Simple is always better...
It didn't take much to train 22K associates on our program because it's rooted in customer simplicity.
Key takeaways

Use your best brand advocates to be your marketers
Key takeaways

Data matters, but relevant data that tells a story and can inspire is the data that matters the most.
Key takeaways

Experience matters.

Use your brand to deliver the best possible customer experience.
Thank you.

Susan Rodgers  VP Marketing, CRM & Analytics, Pier 1 Imports
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