



CASE STUDY

Premier clothing retailer supports growth with **geographic data**

Zeta Global Assists in Location-Specific Data Collection and Interpretation

This high-end clothing retailer wanted to better equip store owners located around the country to serve and market customers in their geographic region. A more thorough understanding of customer demographics at individual stores would create a foundation for better customer experiences and more effective marketing. The analysis and insights Zeta Global brought to the table empowered the brand to design smarter, more relevant relationships with its customers.

Challenge

This brand was seeking a unified and highly customized methodology to determine the geographic makeup of customers shopping at individual stores in order to help inform and enable store managers to develop store level strategy, marketing plans and acquisition efforts.

Solution

Zeta Global developed a customized, unique methodology to determine store-level trade area which uniquely assigns zip codes to stores (and clustered stores). Zeta Global generated a report set providing an overview of customer KPIs to store managers to help drive decision making and target outreach for the clients based in their region.

Results

The deep level of data enabled store managers to truly understand the customers they're serving. They're able to create informed action plans to support and trend their store growth and development. These trade areas are also used to geo-target store level marketing from the corporate marketing organization.