



Delivering Individualised Content and Driving Digital Engagement

How Barbour Collected More Than 49,000 New Leads in One Month with Teradata Interactive

We power marketing.

Barbour.

TERADATA

About Barbour


Founded in 1894, Barbour is an English heritage and lifestyle brand renowned for its waterproof outerwear—especially its classic waxed-cotton jacket. With more than 10,000 jackets ordered and handmade each year, Barbour has held a strong position in the luxury goods industry for more than a century, building a strong relationship with fashion-conscious men and women of the British countryside. In 2000, Barbour broadened its product offering to include a full lifestyle range of everyday clothes and accessories. Its major markets are the UK, US and Germany however Barbour holds a presence in more than 40 countries worldwide including Austria, New Zealand and Japan. Using individualised insights derived with the services and digital marketing capabilities of Teradata Interactive, Barbour ran a one-month campaign that generated 49,700 new leads and 450,000 clicks to its website.

The Challenge: Taking ownership of customer relationships

Barbour has experienced outstanding consistent growth within its lifetime, and in August 2013 it launched its first ecommerce site in a bid to gain a stronger online presence. However, being a late starter in the ecommerce world, it was a challenge for Barbour to establish itself in the saturated digital arena. Having previously sold its products only through wholesalers and independent retail resellers, Barbour wanted to take ownership of the end user relationship, whole customer journey and perception of the brand. Whilst the brand is iconic and highly respected around the world, Barbour was aware of the importance in establishing direct relationships with its target audience—especially when

“Teradata Interactive proposed an innovative approach to our brief, the results have really helped to drive a much more personalised online experience for our customers.”

– Barbour



Barbour
CELEBRATING 120 YEARS





WIN A NEW SEASON LOOK FROM BARBOUR

ENTER NOW

The brand new Barbour Autumn Winter 2014 collection has just launched at Barbour.com.

Team our range of stylish waxed and quilted jackets with our chunky knits, smart shirts and leather luggage for a quintessentially British look.

Enter the competition to win your very own Barbour outfit.



In order to support its overall e-commerce strategy, Barbour used Teradata Interactive to send relevant promotions and offers to customers via email.

encouraging users to engage with its new ecommerce platform. It also understood that it needed to take more control of shaping the customer journey. That way Barbour could create and maintain the same exceptional level of quality in the user experience as that applied to the manufacturing of its products. To do this, the company needed to develop its understanding of its target market's online behaviour. With the goal of reaching its target audience in order to build meaningful customer relationships, Barbour approached Teradata. Barbour's marketing department needed Teradata Interactive to offer a solution that would increase its knowledge of the unique characteristics and needs of its individual customers, as well as support the launch of its new UK ecommerce website.

The Solution: Implementing a Lead Nurture Program

The increasing shift to global ecommerce and the growth in digital consumerism requires brands to hold a strong online presence. This also means that retailers have to implement strategies that support their customers' evolving wants and needs, online and offline. Barbour and Teradata Interactive embarked on the design and construction of a Lead Nurture Program that ran over a one month period. The campaign objective was to not only raise awareness and create demand for immediate sales activity, but also to create a more long-term engagement mechanism that would lead to more sales over a sustained period of time. It was clear from the start that the strong relationship Barbour enjoys with its customers was a crucial factor that set it apart from its luxury retail competitors. Teradata Interactive was keen to ensure this relationship was respected through the lead generation process.

The execution of the campaign was unique to Barbour. Typical lead generation campaigns were often executed as single registration events with a single sales promotion in mind. The data was usually restricted to just email addresses and basic profile fields, generated without consideration of the registrant's personal needs and imported to be used solely for generic newsletter campaigns. This strategy often missed a huge opportunity for brands when learning about their prospects, often resulting in poor sales conversions. Teradata Interactive understood that the true value of lead generation is two-fold. First of all, by using the registration event to gather as much information as possible, the understanding of future buying intent and its affecting factors are developed. Secondly, by making sure that the collated data is effectively used to deliver valuable and individualised content, relevant sales opportunities are provided to the customer when they are next in the market to buy. To make sure this strategy drove long-term sales, Teradata Interactive built a customer lifecycle program which delivered content over email and online display.

The nurture program content was integrated with display advertising and encouraged social media sharing. With Teradata Interactive's smart tagging of nurture content, Barbour was able to segment audiences according to their product preferences and launch display re-targeting banners. Registrants were also invited to share content socially, which enabled Teradata Interactive to identify 'social propensity' and segment users for future loyalty schemes and 'Tell-a-Friend' activities. In addition to the focus of increasing Barbour's newsletter base, Teradata conducted a data audit to analyse all of the data collected and better understand what factors would influence user engagement behaviour.

Barbour
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DISCOVER BARBOUR'S NEW SEASON COLLECTION

Quintessentially British, designed with style and quality in mind, Barbour's new Autumn Winter 2014 collection has arrived.

Shop the range of classic [waxed jackets](#), [tailored shirts](#) and [stylish knitwear](#).

[SHOP MENSWEAR >](#)

Castlebay Shirt, £69.95

Cranbourne Waxed Jacket, £269.00






Sett Crew Jumper, £109.00

Riverton Jumper £119.00

Northolt Waxed Jacket, £299.00

Tartan Mail Bag, £139.00

Game T-Shirt, £29.95

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Results

The strong collaboration between Teradata and Barbour meant that over the one-month campaign period, Barbour was able to create new and innovative ways of communicating with its customers. More than 49,700 leads were collected within the UK and DACH regions and the lead generation program showed open rates of up to 60% and click-through-rates of between 4-11%. The campaign also generated 450,000+ clicks to Barbour's website and was so popular with fashion bloggers and national press that it was featured as a story in *The Daily Mirror*. Though the campaign was only a month long, a key focus was to help Barbour's future marketing strategy. A preference center survey was implemented into the campaign design which resulted in a 65% incentivised completion rate. User data included:

- Social network engagement
- Device engagement
- Location to nearest store
- Important considerations to the customer

A deep level of insight has effectively given Barbour a huge capability to deliver personalised content and offers to its user base.

What would you do if you could execute your most sophisticated marketing initiatives, creating memorable, measurable campaigns?

Leveraging deep roots in data management and more than a decade of success in helping clients plan and deliver high-impact, ROI-driven digital marketing campaigns, [Teradata Interactive](#) is a digital services team you can rely on for data-driven marketing strategy and professional marketing campaign execution.



Power your marketing with individualised insights from Teradata Integrated Marketing Cloud. Know more about your marketing, your customers, and your business. Deliver greater marketing agility to do more with that data to improve results and drive revenue.

We power marketing.

For more information on Teradata Interactive and the Teradata Integrated Marketing Cloud, please visit marketing.teradata.com



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