



Berry Bros. & Rudd managed product demand and saw a record number of web visitors by moving to an individualised email strategy



We power marketing.

 BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON

BY APPOINTMENT TO
HIS MAJESTY THE KING
WINE & SPIRIT MERCHANTS
BY APPOINTMENT TO
HER MAJESTY THE QUEEN
WINE & SPIRIT MERCHANTS

TERADATA

Founded in 1698, Berry Bros. & Rudd is Britain's oldest wine and spirit merchant. The company's headquarters still operates out of their original shop at 3 St. James Street in the heart of London. This traditional wine and spirit merchant isn't behind the times, however. Berry Bros. & Rudd is paving a global path for wine drinkers with offices in Hong Kong, Singapore, and a distribution facility and warehouse in Basingstoke, England.

A business devoted to operating with integrity, Berry Bros. & Rudd's mission is focused on providing quality products and services to their loyal customer base. Staying true to the company's original values is the foundation of the business and is the prime reason why today they have been honoured to hold two Royal Warrants for H.M. the Queen and H.R.H. the Prince of Wales. With a vision to be the world's leading wine and spirit merchant, Berry Bros. & Rudd strives to exceed expectations and build lasting customer relationships.

"We want to be the closest link between the people who make the wine and those who drink it," states Jonathan White, Senior Marketing Manager at Berry Bros. & Rudd. "We don't sell a particular wine because it's what's in supply or because it's at the right price point. We sell it because it's something we think our customers will enjoy because it is something that we enjoy."

Teradata's Digital Marketing Center gives Berry Bros. & Rudd the benefit of individualised insights and enables the company to deliver tailored messages to customers at the right time and in the most effective way. With a diverse assortment of wines and spirits, along with a variety of specialty services, Berry Bros. & Rudd is dedicated to meeting the needs of each and every customer.

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Challenge

Berry Bros. & Rudd's dedication to finding the perfect wine for every taste palate explains why the company now offers more than 4,000 different wines from vineyards all over the world. With product variety of that scale, the challenge was that many of the vintages had limited stock. Balancing inventory with demand could be tricky, especially when deciding upon a communications strategy. Because Berry Bros. & Rudd didn't have an infinite supply of their various wines and spirits, a mass marketing approach would be ineffective. The business needed a way to market exclusive wines with limited availability to the customers that would be the most interested based on price, variety, taste, reputation, and location.

"At any point in time, we have thousands of products available that we, as a business own, and are responsible for selling," said White. "We realised there was a massive benefit associated with the ability to promote our complete product range to individual customers opposed to promoting a few wines in one email distributed to our entire customer base."

In addition to supply and demand challenges being at play, a mass marketing approach didn't translate to strong customer relationships. As digital channels became more widely adopted, customers began being bombarded daily by email communications and in response only noticed the most relevant offers. In an increasingly digitally incentivised world, Berry Bros. & Rudd realised individualisation was key to success. With the need for robust digital capabilities, Berry Bros. & Rudd turned to Teradata's Digital Marketing Center.



175,000
emails a month

Solution

With the help of Teradata's Digital Marketing Center, Berry Bros. & Rudd hoped to improve relevance and reach more interested groups of customers. Teradata's all-in-one digital marketing solution gave Berry Bros. & Rudd the ability to create, test, execute, and optimise digital marketing campaigns via email, mobile, social, and Web. By tailoring communications through multiple channels, Berry Bros. & Rudd expected to build upon their esteemed reputation.

The first step in creating appropriate offers based on individual customer preferences was to utilise customer data. Digital Marketing Center allowed Berry Bros. & Rudd to gather a broad range of customer information including a complete record of a customer's transactional history and website behaviour. Before turning to Teradata, Berry Bros. & Rudd received customer information roughly six weeks after inception, making timely offers impossible.

Digital Marketing Center enabled live data streaming between the solution and Berry Bros. & Rudd's backend systems. This meant the marketing department was able to leverage customer information in real-time. Berry Bros. & Rudd began acting upon trends in the market and understood what customers were buying moment by moment and region by region.

"We were able to see clear trends in the marketplace," said White. "If the sun was out, people started buying Rosé. On days of celebration, Champagne sales went through the roof. It allowed us to start marketing to a customer's needs before the needs were even realised."

With the ability to gather and leverage customer data, Berry Bros. & Rudd could begin to customise communications through multiple digital channels, including email. As a company previously reliant on mass email efforts, Berry Bros. & Rudd was eager to begin leveraging Teradata's robust email capabilities. Digital Marketing Center allowed Berry Bros. & Rudd to individualise emails through the use of specific creative and relevant offers.

To optimise performance, Digital Marketing Center enabled Berry Bros. & Rudd to execute A/B testing. To simplify the process, once A/B testing was complete and winning criteria were determined, communications were sent automatically. Furthermore, the company was able to manage email send speeds so that the Berry Bros. & Rudd website wasn't negatively impacted by high traffic

volumes and ensuring products promoted within emails were still in stock. With this functionality, Berry Bros. & Rudd could track purchases over time and change which products were being promoted based on availability.

Once a solid email strategy was in place, Berry Bros. & Rudd looked to expand their use of Digital Marketing Center through Web optimisation. Using Digital Marketing Center, Berry Bros. & Rudd was able to capture website interactions to understand the interests of visitors. If a customer searched for a particular product category on the website, the company could create offers tailored towards those needs immediately. With returning customers, Berry Bros. & Rudd could use previously determined data points to take the customer to a landing page customised to that individual's preferences.

Expanding upon this model, Berry Bros. & Rudd realised that many customers weren't coming through the traditional homepage when visiting bbr.com. With the advent of search, bookmarks, and email links, many customers were entering via a product page or a subcategory page. In response, Berry Bros. & Rudd used Digital Marketing Center to make the website, and corresponding content and design, responsive regardless of any entry point. By enhancing both a customer's email and web experience, Berry Bros. & Rudd hoped to retain and grow their customer base.

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Results

After implementing Teradata Digital Marketing Center, Berry Bros. & Rudd experienced significant improvement in engagement rates, site traffic volumes, email reach and deliverability, and number of transactions. Within the first six months of implementation, the company saw record numbers of visitors to the company website and email volume increased to over 175 thousand automated emails per month without increasing the number of emails to each individual customer.

In comparison to previous mass marketing efforts, Berry Bros. & Rudd's new strategy went above and beyond expectations. Their challenge with supply and demand disappeared with the ability to promote a wide variety of wines and spirits to specific customers. Furthermore, customer relationships drastically improved as a result of individualisation. The company's success allowed Berry Bros. & Rudd to expand to new markets including lower price segments where they began offering an inexpensive wine collection.

"With the email flexibility offered through Teradata Digital Marketing Center, we've been able to bridge the gap between wine connoisseurs and the general public," explained White. "Because we now can send out targeted emails highlighting specific wines at different price points, the whole breadth of our product range is being pushed. That has opened up a whole new market for us."

Due to Berry Bros. & Rudd's success, the company was able to further leverage Digital Marketing Center's email capabilities to develop an effective loyalty programme. By enrolling online or in store, a loyalty member benefited from receiving business updates and special offers individualised to the member's preferences.



"When a customer first subscribes to be a loyalty member, that individual receives a series of communications, each one increasingly customised, that give details around products they'd be interested in as well as the services that best fit that member's needs," explained White. "It is our goal to set an expectation of individualisation and relevance from the start, which Digital Marketing Center enables us to do. Once that trust has been established, we have the option to introduce members to other products in order to broaden their horizons in the world of wine."

Teradata Digital Marketing Center gave Berry Bros. & Rudd the benefit of individualised insights so the company could deliver tailored messages to customers at the right time and in the most effective way. Berry Bros. & Rudd gained the ability to segment customers with ease and run highly-targeted campaigns using any digital channel. By implementing a best-in-class solution, Berry Bros. & Rudd maintained the company's exceptional 300-year-old reputation and made true on the promise to provide the ultimate customer experience.

Power your marketing with the Teradata Integrated Marketing Cloud. Make one-to-one customer connections easily from a single solution and know more about your marketing, your customers, and your business.

To learn more about how Teradata's Digital Marketing solution can power your marketing, visit marketing.teradata.com.



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