

Case Study

Measuring Catalog Marketing
ROI with Scorecards &
Model Outputs

The Challenge

This distributor long used catalogs to feature their vast selection of commercial and industrial equipment to manufacturers.

Their challenge was to better understand their Catalog effectiveness given their massive volume of product offerings, fast-expanding supplier network, and cost to produce vs. online version.



Our client needed facts in order to optimize their Catalog marketing investment (ROI).

About the Client

A leading North American distributor of maintenance, repair and operations (MRO) products and services.

- 75+ years dedicated to delivering tools, solutions, and expertise to manufacturers worldwide
- 3,000+ suppliers
- Over 1 million product offerings
- 500,000 items ready to ship with Next Day Delivery

Actionable Big Data Solutions:

Precision’s objective was to measure catalog effectiveness with a factual test and quantify the value of their landing Catalogs. To accomplish this, we:

- Worked with the client’s circulation team to execute a 3rd-party objective test on a distribution of new catalog mailings across multiple customer segments vs. a control group
- Applied 4 test scenarios to 9 customer segments
 - 13,000 location sample size
 - 36 treatment groups x 375 locations
- Produced a monthly scorecard measuring performance of Scenarios 1-4 for each segment:
 - Sales growth
 - Customer retention/response rate
 - Catalog ROI

9	x	4	=	36
Customer segments		Test Scenarios		Test Groups "treatment groups"

Outcome & Results:

With Precision’s Catalog Test Model Outputs, our client was able to determine:

Customers that receive the New Catalog grow 5.6% in sales, at least **200 basis points** higher than the No Action customers with an average **88% Return** on investment per catalog.

5.6% Sales Growth for customers receiving the new Catalog

	Test Group (4 Months)		Annualized and scaled to Total Business ¹	
	Sales	% Growth ²	Investment ³	Revenue Change vs. No Action ³
New Catalog	\$42mm	5.6%	\$6mm	\$28mm
Prior Year Catalog	\$34mm	4.1%	\$5mm	\$22mm
Low Cost Touch	\$12mm	2.4%	\$2mm	\$0
No Action	\$32mm	2.4%	\$0	baseline
Total	\$139mm	3.8%		

Example Model Output

About Precision:

We help B2B distributors, suppliers, and wholesalers uncover growth opportunities, increase revenue, and maximize margin leveraging the inherent power of data and data insights. Leverage our 20+ years of experience to achieve your company’s goals.

Connect with Us



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