

Personalized marketing to 800,000 shoppers every month.

Marui Department Stores

Japanese department store chain tailors sales promotions to the tastes and preferences of individual Epos™ credit card customers.

SUMMARY

Statements get attention from consumer credit cardholders. The average consumer invests two to three minutes per transactional document. The monthly bill is one mail piece practically guaranteed to be opened every month. And many savvy companies, such as Tokyo department store chain Marui, are recognizing that their monthly statement can be a monthly keep-in-touch program—with sales promotions tailored to the tastes and preferences of each of their individual customers.

Marui stores are using Pitney Bowes TransPromo communication solutions to analyze the individual buying power of their customers. The chain uses the insights from their 800,000 cardholders of their Epos™ credit card to create personalized full-color promotions. Each monthly statement now highlights merchandise specifically selected for them. As a result, their traditional statements have become relationship-building communications that increase customer loyalty as they cross-sell and up-sell. Pitney Bowes Production Intelligence™ offers the power to create documents that are flexible, relevant and personal, transforming ordinary statements into revenue-generating assets.

Not all marketing is done just on the monthly statement. By using Pitney Bowes Production Intelligence software, Marui can create individual customer messages right on the envelope. With variable envelope messaging, Marui can customize the copy to

directly relate to the documents and statements inside.

The Marui program is a dramatic illustration of how TransPromo solutions enable a company to leverage customer insights to increase returns. Geography, demographics, neighborhood dynamics, household income and past buying habits are just a few of the data points that can turn ordinary statements into powerful, personal TransPromo documents. And with Pitney Bowes solutions, including our location intelligence applications, that data can be captured, manipulated and merged in your production environment, whether the data is generated in-house or by third-party sources.

Four-color, totally personalized statements have actually significantly lowered Marui's production costs. By printing the promotions right on the statements, the department store has eliminated the extra production and mailing costs of separate marketing pieces. File-based processing enables the chain to build any mail piece according to exact specifications, with every component verified for each recipient. They can also add the inserts while remaining under the weight and postage limits. Overall, the cost saving for Marui's printing, distribution and mailing has totaled more than 30 percent.

Higher sales. Lower costs. For Marui Department Stores, those are powerful statements.

CASE STUDY



The Marui chain analyzes the cardholder data to create totally personalized, full-color promotions. Each monthly statement now highlights merchandise specifically selected for their customers. As a result, their traditional statements have become relationship-building communications that increase customer loyalty as they cross-sell and up-sell.

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