



Build.com boosts catalog revenue by 75% with better insights into customer behavior

About the company

Based in Chico, Calif., Build.com is innovating the online home improvement retail space. Build.com creates a unique shopping experience by providing an end-to-end solution from inspiration to installation. Build.com, the third-largest online home improvement company, is among the online category leaders in plumbing, lighting, door hardware and ventilation. To learn more, visit www.build.com.

Requirements

- Eliminate high-touch marketing and sales efforts to decrease cost of customer acquisition
- Analyze customer marketing and sales frequency vs. average customer spend
- Combine data from web clickstreams to sales records to identify customer value and payback
- Optimize marketing touchpoints and cost of marketing programs vs. return with attribution analysis

Benefits

- Decreased number of marketing touch points and spend by personalizing offers for most valuable customers
- Targeted activities towards highest value customers instead of marketing to randomly selected list
- Generated 75% lift in catalog revenue



HEADQUARTERS
Chico, CA

OPERATING REVENUE
\$950 million

INDUSTRY
Retail

EMPLOYEES
625

INFOR® PRODUCT
Birst

WEB SITE
www.build.com

"With Birst, we're increasing efficiencies, decreasing costs, making better decisions, and improving employee productivity. We expect to save more than 100 hours per month in time spent generating reports now that we have access to a single, centralized source of information."

Brandon Proctor
Vice President of Marketing, Build.com