

M&S mobilises CRM activity with messaging alerts

Business need

This campaign was M&S's first venture into mobile CRM. The overall aim was to increase the size of their mobile database and communicate with their customers in a more relevant and timely way.

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The solution

The M&S mobile database grew significantly by exploiting various channels (press, in-store, direct mail, email, magazines, and online) as well as text-to-win competitions.

Using this database, the campaign reached out principally to customers who had signed up for text alerts, with offers, deals, promotions and news about M&S.

This meant that M&S could engage with customers through the mobile channel directly and use this new method to compliment existing DM and email contact strategies.

Tailored messages were delivered to subscribers every other week, targeting M&S's different segments, to drive footfall in-store and therefore revenue growth.

Results

- 700,000 opted-in customers as of August 2010, exceeding the goal several times over
- Low opt-out rate of 0.61%
- Weekly positive ROI
- Campaign triggered an increase in in-store purchases

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