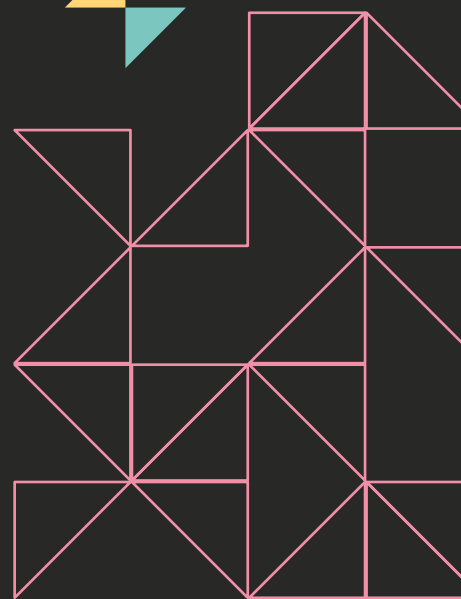# CUSTOMER SUCCESS STORY

Pintarget

InSite supports
Pintarget at the cutting
edge of hyper-local
marketing analytics to
deliver highly effective,
low-waste campaigns

CACI | DO AMAZING
THINGS WITH DATA

Highlights

- Detailed, granular geodemographic data

- Acorn data provides cutting-edge consumer insight

- Proven, trusted InSite mapping tool

- Powerful visualisations and heat maps reveal opportunities

- Excellent advice, training and support

About Pintarget

Pintarget creates and delivers precise, targeted local campaigns for brands and businesses across multiple media channels. The firm achieves exceptional results for clients using three principles: access to the best data, using technology to create efficiency and applying insight to understand how to reach local consumers.

Pintarget clients include big name brands like SodaStream, Coca-Cola, The Southern Co-op, McCarthy & Stone and Greene King. The company partners with leading technology, marketing and data providers to power its unique service. Recently acquired by The Specialistworks, Pintarget's highly awarded team has decades of experience in the media industry, working at the cutting edge of regional and digital media.

pintarget
by the specialistworks

The challenge

Targeting campaigns with exceptional precision

Pintarget's unique proposition depends on excellent demographic and geographic data that's easy to model and analyse.

The team identified that CACI's InSite software coupled with Acorn data could give the most granular and detailed view of the areas and consumers they wanted to target for clients.

Lead location and data analyst Rob Fogg explains:

> *InSite is integral to our approach and modelling: we use it to investigate where existing customers come from, to identify similar customer bases elsewhere and to detect missed opportunities where our clients could achieve better market share and impact. Our results come from a strong and sophisticated methodology – InSite plays a key part in the process.*

InSite in action

Powering core use cases in local marketing and planning

Pintarget uses InSite in several ways to drive sales performance and increase market share for online, bricks and mortar and hybrid clients.

Rob Fogg explains, "It's all about getting maximum value and impact from our clients' budgets, achieving an excellent uptake from campaigns and activities. InSite is key because it enables us to target marketing at a hyper-local level, down to individual households."

Identifying growth potential

For a learning centre brand with a number of locations, Pintarget needed to find an audience of households with children aged 5-11 whose behaviours and characteristics made them a good fit for the brand's services. Using InSite, the team mapped this audience around the centres, to find areas with potential for growth. They produced thematic maps that the client found particularly helpful, displaying how well different centres were performing. The maps also highlight postal areas where there is untapped potential for opening new centres or raising awareness of existing services. A similar approach has helped Ocado Zoom investigate likely target areas for its one-hour delivery service in London.

Building a promotion audience

Working with Meantime Brewing and The Southern Co-op, Pintarget looked at five minute drivetimes around 200 stores and overlaid demographic information about likely craft beer consumers. The team recommended the stores to prioritise in a campaign for Meantime designed to draw customers into their local Southern Co-op store to buy a product that matches their known preferences.

Understanding and growing existing audiences

Using existing customer data provided by clients, Pintarget uses InSite to classify customers by Acorn type. With this data, Pintarget can identify the most prevalent Acorn types amongst existing customers. These are then mapped using InSite to reveals where similar customers may be concentrated.

Pintarget planned and executed highly targeted local marketing across multiple channels for Silent Pool Gin to specific households in catchments away from their Surrey base. The campaign achieved excellent uptake because it focused on households with a known propensity to purchase and behave like the client's existing customers.
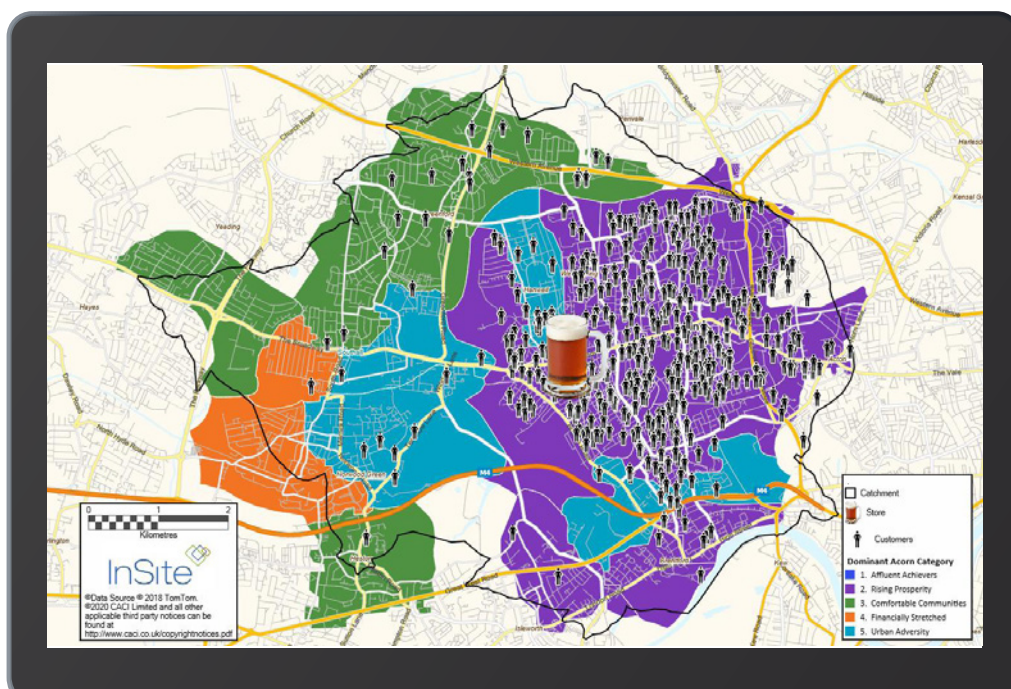
The benefits

Campaign innovation from trusted InSite data, tools and expertise

Using geo-demographic targeting at a granular level, there's less wastage in marketing communications, which means that Pintarget's clients get more for their money. Rob and the team can build campaigns that use a range of channels to reach individual households, so the brand and message resonates and has good frequency. That puts relevant brands and offers firmly in the front of consumers' minds, so they're primed to purchase when the opportunity arises, either in a local physical outlet or online.

Rob Fogg identifies CACI's level of service as an important factor in the ongoing success of the relationship.

The product fits our needs, the people are friendly and helpful. Since the start, CACI's InSite team have shared valuable knowledge and been keen to help us in a flexible way.

Rob Fogg, Lead location and data analyst
Pintarget

Rob is impressed by CACI's InSite training and helpline team.

I've learned a lot every time. And the helpline is invaluable for support with specifics and features I don't use very often.

InSite also gives Pintarget headroom to grow and the power to continue innovating. Rob adds:

The potential in the tool is fascinating – we're not using it to its full yet, but as clients and markets become more demanding and sophisticated, it's great to know that we can use InSite to take our services to the next level.

Every project we undertake touches InSite because we always use Acorn and location data. The tools mean we can offer a truly localised service. Everyone is impressed by the approach we take: InSite and CACI's Acorn customer segmentation are at the heart of that so it's a result in its own right!

InSite and Acorn produces some of the lowest level, most granular data that we have access to. We don't know any other companies that use it in the way we do. When we present to clients, they often say, 'That's what I had in my head but I wasn't quite sure – now you have proved it!' There is no better compliment to a dataset, it just works.

These tools underpin our success with clients. The more projects we use them for, the more results and successes we have to demonstrate the effectiveness of our approach, and the more clients and campaigns we acquire.

Rob Fogg, Lead location and data analyst
Pintarget