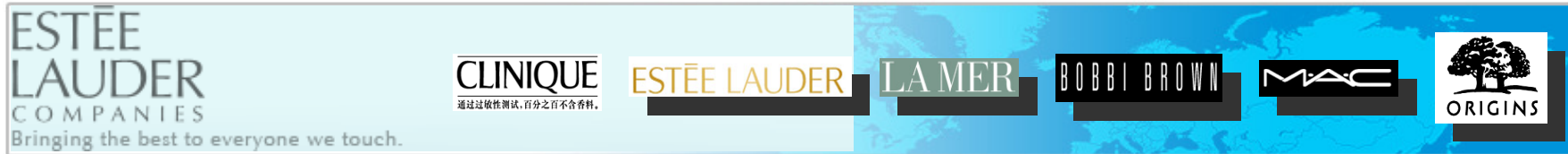


# Experian in practice: Estee Lauder Companies

Email Direct Marketing by Cheetahmail, improve customer relationship and brands building



## About the Client

Estee Lauder Companies is one of the world's leading manufacturers and marketers of prestige skin care, makeup, fragrance and hair care products. There are 6 brands which are Clinique, EsteeLauder, LAMER, Bobbibrown, MAC, Origins in China using our market solution of EDM by Cheetamail.

## Business Objectives

- Improve customer relationship
- Brands building
- Develop new potential customers
- Increase E-commerce websites revenue

## Our Solution

- Sending mailings regularly to maintain relationship with customers
- Advise creative EDM solutions on content, customer behavior and analyze from reports
- Remarketing and Segmentation

## Results

- Customers' open rate increased and become more active
- Brands activities welcomed by customers and have more and more loyal users
- All members and purchased users increased
- Websites total sales revenue raise through remarketing and segmentation