



## chico's FAS<sup>INC</sup>

### CUSTOMER SPOTLIGHT

- ▶ Women's high-end fashion and apparel retailer
- ▶ Chico's FAS operates 1,500 stores globally and generates on average \$2B in sales each year
- ▶ FAS brands include: Chico's, White House Black Market, Soma, and Boston Proper

### THE SOLUTION

The Trueeffect People-Based Marketing Platform *Built for Brands* delivered Chico's superior performance through:



**Profile Development** – sophisticated audience development and messaging based upon profile attributes, as well as suppression of existing customers



**Persistency of First-Party Data** – leveraging and understanding the value of activating Chico's own First-Party data into the marketing ecosystem



**Advanced Reporting** – consolidated view of performance metrics to be utilized as inputs to inform CRM database



**Data Protection** – a closed solution that protects valuable customer data through the use of patented First-Party technology (not traditional third-party ad networks)

### THE CHALLENGE

As a market-leading women's fashion retailer, and no stranger to digital success, Chico's came to Trueeffect with a need to acquire net-new customers.



#### Challenge Highlights:

- ▶ Ability to acquire net-new customers while minimizing existing customer interaction
- ▶ Mobilize CRM data and profile attributes in support of primary marketing objectives and in a data secure manner
- ▶ Properly attribute performance across channels and partners

### PERFORMANCE METRICS

IMPROVEMENT IN NEW TO FILE CUSTOMER eCPA

63%



86M  
UNIQUE IDs

TRUEFFECT EXCLUSIVE  
CLIENT AUDIENCE DATA PRIVACY 100% ALWAYS