

# SOPHISTICATED

## PROFILING CONTRIBUTES TO UNILEVER'S TOP MARKET POSITION



**For Unilever, direct marketing provides an ideal way to connect with its customers and strengthen its position in the market. However, accurate targeting is crucial to ensure that consumers only receive communications that are relevant for them.**

To achieve this, the company uses Acxiom's Personix® data profiling software to target campaigns effectively, safeguarding the company's reputation as a responsible marketer and ensuring that marketing activities deliver optimal results.

### • The company

With 400 global brands and 179,000 employees in 100 countries, Unilever is one of the largest and most successful consumer goods companies in the world. Every day, 150 million people choose to buy a Unilever product to feed their families or clean their homes.

### • Connecting with consumers

To help engage with existing and potential customers, Unilever makes extensive use of direct marketing. In the last year alone, the company targeted over 5 million people by mail and 12 million people by email, and ran interactive marketing campaigns that integrated with more than 40 websites. "Direct marketing is a vital tool for us, enabling us to reach out to our key consumer groups," comments Amanda Smith, Interactive Marketing Manager at Unilever. "However, accurate targeting is critical to success. By communicating an offer and message that fits the particular requirements of a specific group of consumers, we can be confident of strong response rates. We never send out untargeted mailings," she continues. "As well as doing untold damage to the reputation of the Unilever brand, such mailings would be unlikely to yield high responses, and would waste money as a result."

### • THE CHALLENGE

Enable accurate targeting of direct marketing communications for a wide range of Unilever brands.

### • OUR RESPONSE

In-depth data analysis using Personix profiling software to identify target groups for tailored marketing communications.

### • THE IMPACT

Well-targeted communications are relevant to recipients, resulting in high response rates and safeguarding Unilever's reputation as a responsible marketer.

### • MOVING FORWARD

Important ongoing role of Personix in support of direct marketing activities that are helping to maintain Unilever's market-leading position.

### • Effective targeting

To help it manage the successful targeting of its campaigns, Unilever works closely with global communications agency OgilvyOne. The agency manages a database of 20 million UK households on Unilever's behalf.

OgilvyOne is a long-established user of Acxiom's Personix data profiling software, which is used to help segment and analyse Unilever's data. The solution uses characteristics such as age, affluence and life stage to label each data record with one of 52 codes. Each of these denotes a different type of lifestyle such as 'full-time single mums' or 'active elders'. "Personix gives us an in-depth view of different types of household so we can target campaigns effectively," explains Charles Proctor, Principal Consultant at OgilvyOne.

## Outperforming other solutions

According to Proctor, Personix stands out from other profiling software because of the level of detail it provides. Thanks to the sophisticated analysis provided by Personix, the campaign team is able to pinpoint groups of consumers with specific profile characteristics. They can then design a tailored campaign that will be relevant to each group, and analyse response rates for each data segment so that Unilever can adapt its approach to each group as appropriate.

Proctor believes that this fine level of detail is key to delivering results for Unilever. "We did some tests with competitor products a while back and Personix significantly outperformed the other solutions in terms of the insight it gives us into different consumer groups," he says. "This information is invaluable when planning an impactful marketing campaign."

## Extending the campaign

With enhanced insight into the individuals making donations, Personix also plays an important role in helping OgilvyOne to widen the reach of marketing campaigns. The Unilever- OgilvyOne team often uses 'responder' data as a starting point for campaigns, as data records for households that have responded to campaigns in the past are rich in profiling information. These individuals are also most likely to respond again. However, when the amount of available 'responder' data falls short, campaign managers are faced with the task of finding additional data to include on mailing lists.

**"Data that is selected using Personix codes often performs at similar levels to the existing responder mailing lists, proving its effectiveness."**

**Charles Proctor,  
Principle Consultant, OgilvyOne**

To help identify new data that is suitable for inclusion in a particular campaign, experts at OgilvyOne make up a profile of the Personix codes held by the pre-selected responder data. They then select additional data by picking records from the rest of the database with a similar Personix profile.

"Personix enables us to extend a campaign in a targeted way," remarks Proctor. "We know that this approach works because data that is selected using Personix codes often performs at similar levels to the existing responder mailing lists, proving the solution to be an invaluable campaign tool."

## Important role

Smith recognises that Personix is a key tool that is underpinning Unilever's direct marketing strategy.

"By enabling us to target communications accurately, Personix is helping to build consumer loyalty towards our brands while maintaining our reputation as responsible marketers," she concludes. "We anticipate that the solution will continue to play an important role in our direct marketing campaigns in the future."

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**Amanda Smith,  
Interactive Marketing Manager,  
Unilever**

## WANT TO KNOW MORE?

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