# Case Study

**DataSource**
Power Your Brand

## Marketing Services and Technology to Power

## Local Impact for a 5 Brand, 900 Location Retailer

**Retail & Financial Services**

### Highlights

- Introduced simplified print-on-demand (POD) and variable image printing capabilities through 50+ customizable marketing templates

- Achieved overall cost reduction of 30-35%

- Increased program utilization over 50%

- Reduced turnaround time for POD materials from 3-4 weeks to just 5-7 days

- Reduced warehouse inventory and marketing obsolescence

- Increased marketing efficiencies and enhanced local utilization leading to a reallocation of three full-time positions

In 30 years, one financial services retailer grew, from one location into a nationwide powerhouse boasting more than 900 locations in 20 states. Today, it is a public company and the nation's largest provider of secured non-recourse loans with a family of 5 brands.

### The Challenge

The retailer needed a distributed marketing management solution that fulfilled collateral orders efficiently, functioning as an effective web-based solution for delivering multi-channel materials to multiple brands across their local markets. Moreover, they expected to be cost-efficient and improve upon the company's existing systems and processes.

### The DataSource MarketNow Solution

By leveraging its MarketNow enterprise brand management solution, DataSource delivered a more robust web-based distributed marketing management platform. The platform provides greater control of promotional efforts across the nationwide footprint and empowers local stores to streamline multi-channel marketing efforts, ensuring consistent branding and overall messaging.

The new system provides each local store manager with the tools and technology to plan, create and execute customized local marketing initiatives faster and more efficiently, as well as measure results in real-time. A key component is the power of simplified print-on-demand (POD) and variable image printing capabilities. With the advantage of the streamlined, easy-use template creation system, store managers gained access to more than 50 customizable marketing templates. These "WYSIWYG" templates allowed store managers to create eye-catching, professional and tailored marketing allow collateral spanning tents, tools, electronics, layaway programs, clearance sales and grand opening events.

### Impact and Results of the DataSource System Upgrade

Previously, the organization utilized two full-time graphic designers to manage an average printed marketing piece from initiation to output. Now, graphics designs a one time template, and the local user can customize online, proof and approve it in just five minutes, with DataSource producing and shipping the final product within days.

*The nation's largest non-secured loans provider updated to a technology that functions as an enterprise brand management system, allowing them to expand their capabilities to create and execute localized targeted marketing initiatives while reducing costs and marketing obsolescence.*

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Since the launch of the new streamlined brand distribution system, turnaround time for POD materials has been reduced 75% from 3-4 weeks to just 5-7 days, resulting in faster POD delivery and dramatic reductions in both warehouse inventory and marketing obsolescence. The brand is capturing an overall cost reduction of 30-35%, and a 50% increase in orders over previous programs.

Adoption of the new system enables the retailer to place major emphasis on providing the marketing team and store managers with the tools they need to create their own local marketing, within brand standards. Metrics reveal high adoption rates, demonstrating that field operatives enthusiastically embraced their new capabilities. Post-launch interviews with store managers and district managers reinforces the positive feedback and impact.

Ultimately, the brand upgraded to a technology that functions as an enterprise brand management system, expanding their capabilities to create and execute localized targeted marketing initiatives while reducing costs and marketing obsolescence.

## DataSource Can Help

Navigating the retail industry is challenging no matter what the market conditions. To stay on-strategy and to strengthen your brand, you need to plan, create, execute and measure campaigns faster and more efficiently than ever before.

**Let DataSource Help You:**

• Save up to 30% in direct and indirect costs

• Leverage best-in-class technology

• Integrate digital, print, promotional and retail brand creation

• Accelerate delivery to the local market

• Drive efficiencies through supply chain and creative process

Since 1989, DataSource has developed multi-channel programs for national brands with multiple locations. Through MarketNow enterprise brand management, we offer the customized supply chain and marketing solutions that you need to power your brand.

To see for yourself how DataSource can Power Your Brand, contact us today at info@data-source.com.