

Aldo

Aldo improves customer onboarding by validating and correcting email addresses at Point of Sale

Experian ensures accurate and valid email addresses are captured in stores using real-time email validation

Improving customer engagement

Background

ALDO is a leader in fashion footwear and accessories, with over 1,600 stores in the United States, Canada and around the globe. The retailer is dedicated to providing customers with quality and cutting-edge trends at affordable prices in stores and on their website.

ALDO communicates with customers via email and the retailer wanted to increase the size of their email subscriber database during the busy holiday season. The retailer launched a program to achieve this goal. Today, when a customer checks out at an ALDO store, the store representative asks the shopper if they'd like to receive email communications and offers from ALDO. ALDO then sends follow-up emails to customers, thanking them for their purchase and inviting them to finalise their profile on ALDO.com.

A completed profile allows a shopper to indicate their preferences about the types of communication they prefer to receive. With more information about their customers, ALDO can send relevant and timely communications tailored to their specific preferences. ALDO uses a double opt-in strategy for email communications. So, when customers receive a welcome email, they again confirm that they would like to receive ALDO's promotional emails about the latest footwear trends.

Objective

ALDO sought a solution that would ensure the accuracy of the email addresses captured by store associates without interrupting or slowing the checkout process for shoppers.

Solution

Experian Email Validation was used to correct in real-time the syntax and domain errors, and check deliverability of email addresses of customers interested in receiving promotional offers from ALDO. Batch cleansing and processing of email addresses was implemented to clean emails on a consistent basis prior to the first email communication, while also improving email deliverability.

Results

Data quality concerns addressed

ALDO was concerned about the quality of emails collected in stores. The retailer also wanted to make sure that customers who provided their email address received the welcome email. Validating emails encouraged accurate data entry in stores.

A shoe-in solution

While ALDO wanted to increase the size of the email database, the retailer had concerns about the accuracy of the email data. ALDO wanted to provide an additional incentive for store associates to be diligent when collecting email addresses. ALDO looked to Experian to help with email accuracy due to their existing relationship, since ALDO was already using Experian's address capture and validation solution to verify mailing addresses on their website.

"Overall, the technical process, ease and speed of implementation, and results have left us very happy with this project."

— Alex Popov, Director of IT, Aldo

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Results continued

The retailer has seen an incremental increase in the number of accurate and deliverable emails in the database, and email bounce rates have declined. The email rejection rate was also measured to evaluate the employee contest results. With successful email correction, they've seen an incremental increase in the number of correct and deliverable emails collected by store associates. Verifying data before it enters the database has improved ALDO's operational efficiencies.

Now, customers receive their emails right away, eliminating the need for data cleanup. And perhaps more importantly, this means that the retailer is delivering on its promise to customers, enhancing shoppers' perception of the brand.

"We couldn't imagine our website without Address Validation. Overall, we've been very happy with the email project too. Email Validation is becoming an essential tool for us."

— Alex Popov, Director of IT, Aldo

Conclusion

ALDO found success with Experian Email Validation. Director of IT Alex Popov reported that ALDO experienced "ease of implementation, strong results for email accuracy, and a reduced bounce rate." As a result of using data quality tools from Experian, ALDO now has greater confidence in the accuracy of emails collected at the point of sale.

ALDO

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