

SAS(r) CRM Software Boosts ROI at The Limited Inc./Intimate Brands Inc..

Submitted by: Golin
Thursday, 31 May 2001

- Analytics deliver triple-digit return on investment for Victoria's Secret -

SAS Institute, the market leader in analytical CRM and data warehousing, today announced that The Limited Inc. and Intimate Brands, Inc., are achieving 400 percent return on investment (ROI) from SAS analytical customer relationship management (CRM) software.

The Limited uses SAS to segment its customer database in order to determine optimal targets for marketing campaigns and help influence channel behaviour. The most successful of these tests was a direct-mail campaign for a new Victoria's Secret fragrance line called "Dream Angels." After careful analysis of their existing customers, the Limited used SAS to select more than 100,000 clients to receive a special direct mailing for "Dream Angels." The mailing invited these customers to visit a Victoria's Secret retail store to sample the fragrance, which resulted in tremendous success moving previous catalogue-only clients to the retail store.

"Our research has found that customers buying Victoria's Secret products through all three channels - retail stores, the Web and catalogues -- spend three to five times more than customers who buy through only one channel," said Bill Lepler, vice president of CRM for The Limited. "Based on this valuable analysis, The Limited and Intimate Brands can better understand our customers' behaviours and tailor marketing campaigns for all our brands."

Lepler believes that the key to successful CRM lies in applying powerful, scalable analytics to a single, customer-centric database that gives a comprehensive view of all customer interactions. "It's imperative to have a 360-degree view of our customers' activities across all channels, because a single-channel view can't give us full insight into customer needs," said Lepler.

"SAS is the gold standard for analysis," said Lepler. "It's that good, and it's that scalable, which is very important when you're looking at whether a campaign that you've piloted on a hundred thousand customers will run against an enterprise database of over 25 million buyers. In terms of ROI, SAS pays for itself. If you compare the cost of SAS against the benefits of the insight gained - there's no question."

About The Limited Inc. and Intimate Brands, Inc.

The Limited Inc., through Express, Lerner New York, Lane Bryant, Limited Stores, Structure and Henri Bendel, presently operates 2,716 speciality stores. The company also owns approximately 84 percent of Intimate Brands Inc. (NYSE: IBI), the leading speciality retailer of intimate apparel, beauty and personal care products, sold through 2,439 stores under the Victoria's Secret, Bath & Body Works and White Barn Candle Co. brands.

About SAS

SAS is the world leader in e-intelligence software and services, enabling its customers to turn raw data -- including the vast quantity generated by e-business -- into usable knowledge. Software from SAS, the world's largest privately held software company, is used at more than 35,000 business, government and university sites in 110 countries. For more information, visit www.sas.com.

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