



OfficeMax, a leading national retailer of office products, participates in a highly competitive market that is served by many effective direct and retail providers. Given the “replenishment” nature of many of their products, retailers in this sector see increasing cross-sell rates as a way to address customer-retention challenges. By working with Metrics Marketing’s, OfficeMax has realized significant improvements in cross-sell and retention rates.



OfficeMax ATOMSM Case Study

January 2009

The Challenge

To support customer-retention efforts, OfficeMax developed and operates a loyalty program called MaxPerks®. A benefit of the MaxPerks program is the ability to accurately attribute transactions to customers.

OfficeMax was not leveraging this transaction data to its fullest. Metrics helped by applying pattern-detection analyses and identifying relationships between discrete behaviors and outcomes such as attrition and incremental buying. The analytical findings were “operationalized” in Metrics’ ATOM solution.

Metrics Marketing Group

905 Corporate Way
Suite 250
Westlake, OH 44145

Phone: 877.332.9222
www.metricsmarketing.com

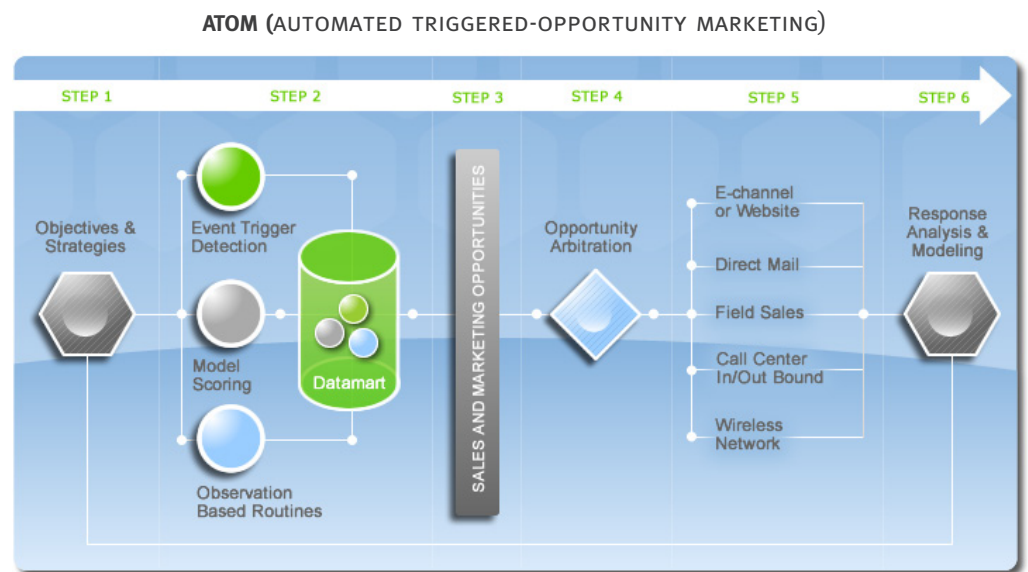
“Metrics’ ATOM solution is performing as promised, and the ROI has been terrific.”

Chris Duncan,
Senior Director of Promotions

ATOM triggers generate marketing opportunities. Opportunity Arbitration matches the best offer and channel to each customer. Results are measured and reported monthly.

The Solution

Metrics' ATOM solution is a systematic process for capturing sales opportunities identified by customers' signal behaviors. ATOM recognizes customer-initiated triggers and rapidly responds with customized messaging after first applying mail-box management rules, budget optimization logic, and channel management decisioning.



ATOM triggers generate marketing opportunities. Opportunity Arbitration matches the best offer and channel to each customer. Results are measured and reported monthly.

The Results

ATOM Performance Results	
Incremental Retention Rate*	> 6%
Incremental Cross-Sell Rate*	> 4%
Return On Investment	> 100%

* Incremental over Control group performance

Metrics Marketing Group

905 Corporate Way
Suite 250
Westlake, OH 44145

Phone: 877.332.9222
www.metricsmarketing.com