

# CONFIRM<sup>®</sup> service

*Retailer and catalog merchant JCPenney has used Destination CONFIRM service to achieve its business goals since 1998.*

## **Company**

JCPenney provides quality apparel, accessories and home furnishings to customers across the United States in its stores, catalogs and on the Internet.

## **Objective**

JCPenney was faced with a challenge common to the retail industry—meeting sales goals during specific drive periods. To meet these goals successfully, the company needed to precisely determine the delivery dates of mailed promotional materials and accurately measure the impact of those materials.

## **Strategy**

JCPenney partnered with the United States Postal Service<sup>®</sup> by using CONFIRM<sup>®</sup> service technology to uniquely identify and track the progress of promotional mailing deliveries.

## **Tactics**

JCPenney found CONFIRM service useful for many applications, including using Destination CONFIRM service to more accurately pinpoint the delivery of retail mail pieces and coordinate with store events. Post mailing, sales data was used to evaluate customer buying patterns and determine how the Direct Mail influenced store traffic and sales.

## **Results**

Analysis of CONFIRM data has allowed JCPenney to adjust delivery time, so that retail promotional pieces arrive just before store events. The company can also predict with greater accuracy the impact Direct Mail will have on store traffic and product sales, and react to delivery patterns to save the sale.

“Direct Mail marketing is critical to meeting our sales plans. CONFIRM service allows us to maximize the value of this advertising channel. We now know that if we send someone a mail piece, we’re going to get a higher purchase from them versus someone who didn’t receive the flyer,” says Martin Bernstein, Media Transportation/Small Package and Postal Relations Manager, JCPenney. “CONFIRM service is the way of the future—I can’t imagine operating without it. We hope to expand our application of this valuable service, using it on our catalogs to take advantage of knowing when they will hit so as to properly staff call centers and including it on Business Reply Mail to better quantify the success of promotions.”