

# Fashion and data powers everything we do . . .

. . . JAVELIN

## What they do

Javelin is a Multi Award Winning Boutique offering a fabulous range of fashionable clothing in beautiful styles for both men and women. With a high street and online presence, Javelin carries a diverse range of designer clothing labels, from iconic British brands to high street names.



## What we did

Javelin have a loyalty card and a database that is pivotal to their marketing activity. **Precision** cleansed and tidied the database, applying gone-away, deceased and Postal Address File. After this **Precision** profiled the data using the CACI database and ACORN profiling tool. The profiling matched **Precision's** assumptions and allowed Javelin to conduct highly segmented and targeted marketing campaigns with the peace of mind that they know their data as well as they know their customers.

"The team at Precision were great to work with and their knowledge about data was second to none. It was great to get our database cleansed and I was delighted with the precise information of the different types of people on our database. The consumer insight will really help us in targeting, acquiring and developing profitable customer relationships."

*Jeremy Clayton, Owner, Javelin*