

Westlake Ace Hardware taps Barkley for CRM

Mary Elizabeth Hurn October 15, 2009

 PRINT  EMAIL  REPRINT  PERMISSIONS FONT SIZE: A | A | A

 BOOKMARK 

Westlake Ace Hardware has tapped Kansas City, MO-based agency Barkley to take on its CRM and database marketing. Made up of 89 stores in Missouri, Kansas, Nebraska, Iowa, Oklahoma, Texas and New Mexico, Westlake is hoping to retain, grow and extend relationships with its consumer-base.

Westlake had worked with Bozell Smartargeting for more than a year on database development.

Once its 500,000-plus member database was developed, Westlake needed a different skill set to “gain insights and leverage those insights into marketing programs,” said David Patrick, SVP and CMO of Westlake Ace Hardware. The company still uses Bozell for Web site hosting.

Chris Dickey, SVP of insight and impact at Barkley, said the companies will use targeted demographic and trigger-based e-mail marketing as well as direct mail to reach consumers: “The goal is to play up Westlake’s strong customer service and community feel.”

Patrick said segmenting the database is very important. “We would know if a person bought a grill from us last year, that they’re probably not going to buy another grill this year,” he explained. “But they might be interested in grill accessories or propane.”

Patrick said the target demographic is homeowners skewing slightly older and slightly more towards males. “But we do work on both men and women because, for example, women are more interested in the home and garden segment.”

There was no formal review for the CRM business. Patrick said that Westlake’s director of marketing, Andrea Carroll, had worked with Dickey’s team when she was employed at UMB Bank. The companies began talks “about five weeks ago,” Patrick said.

Westlake also participates in Ace Hardware’s national loyalty program, Ace Rewards. That program is powered by TargusInfo.

RELATED ARTICLES

- [Ace Hardware Insert Test Passes With Flying Colors](#)
- [Ace Hardware Buys Teradata CRM Suite](#)
- [Pier 1 Imports picks TARGUSInfo](#)

MORE IN DATABASE MARKETING/CRM

- [The new wave in mining data](#)
- [Diversified acquires Active Data Services](#)
- [Starwood launches Twitter, Facebook and iPhone apps for loyalty program](#)
- [Web-based retailer Joolwe.com launches online loyalty program](#)
- [Rewiring up relevance in loyalty messaging](#)

RELATED TOPICS

[CRM And Database Marketing](#) [Email Marketing](#)