

Fortune 500 Retailer Streamlines Local Marketing Operations

Retail

Overview.

OneTouchPoint partnered with a Fortune 500 retail organization to solve its fragmented local marketing execution. Operating over 700 stores across 40 states, the retailer faced challenges in maintaining brand consistency, efficient budget management, and operational insights. By deploying the OTP One platform, the organization transformed its marketing processes, achieving centralized brand management, localized control, and significant cost savings.

About the Organization.

This Fortune 500 retail organization generates over \$54 billion in annual revenue across more than 700 retail locations in 40 states. Positioned as an industry leader, the company relies on robust marketing initiatives to maintain its competitive edge. With such a vast footprint, however, the organization faced growing pains in managing its local marketing operations.

Before working with OneTouchPoint, marketing inefficiencies from using local printers and disconnected workflows were stifling growth opportunities and affecting the retailer's brand consistency. Recognizing the need for a holistic partner with technology-driven solutions, the company sought to overhaul its marketing execution strategy.

Business Challenges.

The retailer experienced several challenges that hindered its ability to run localized marketing efficiently while ensuring brand compliance.

"They put as much attention to a little email as huge order. Everything is expedited. It's timely. They either meet the ship dates or they're shipping earlier than expected."

Store Manager, National Multi-location Retailer



Current Results.

- ✓ 10M+ pieces ordered through OTP One annually
- ✓ Localized budget control resulting in cost savings
- ✓ Streamlined workflow saving time
- ✓ Brand compliance

Key Pain Points:

- ✓ **Fragmented Vendor Network:** Using local printers for each store created logistical inefficiencies, inflated costs, and inconsistent branding across locations.
- ✓ **Brand Compliance Issues:** Without a single point of control, the company struggled to ensure stores adhered to the latest corporate branding guidelines.
- ✓ **Limited Insights and Reporting:** The lack of a centralized reporting system made it impossible to track local marketing expenditures, inventory usage, and campaign performance effectively.
- ✓ **Inefficient Budget Control:** Managers at the local level lacked tools to manage marketing budgets with precision, leading to overspending or insufficient allocation.

The company envisioned partnering with a single provider equipped with the technology, resources, and scalability to address these issues while fostering efficiency and tighter control over its marketing operations.

Strategy & Solutions.

OneTouchPoint emerged as the ideal partner due to its deep expertise in local marketing execution and innovative technological solutions. The centerpiece of this transformation was OTP One, a fully integrated platform tailored to streamline the company's marketing operations across its entire network.

How OneTouchPoint Addressed Key Challenges:

- ✓ **Centralized Brand Management:** OneTouchPoint implemented OTP One's digital asset and brand management features to create a centralized hub for all marketing materials. This ensured that every retail location used only the latest, approved assets, maintaining brand consistency across all touchpoints.
- ✓ **Order Management & Fulfillment:** By creating a company-branded catalog within OTP One integrated with SAP Ariba, local stores could order what they needed 24/7. From small quantities of brochures to large-format posters, the system enabled seamless order management without requiring manual quotes or purchase orders.
 - Once an order was approved, the platform automatically queued it for production, tracking, pricing, and billing, reducing administrative overhead.



Key Pain Points.

- ✓ Fragmented vendor network
- ✓ Brand compliance issues
- ✓ Limited insights & reporting
- ✓ Inefficient budget control



Solutions Implemented.

- ✓ OTP One Platform
 - Brand Module
 - Engage Module
 - Extend Module
 - Intelligence Module
- ✓ Print Services
- ✓ Order Management & Fulfillment
- ✓ Managed Services

- The system also supported customizable content, allowing local managers to adapt certain assets (e.g., contact information) while maintaining overall brand integrity.
- ✓ **Technological Footprint:** OTP One allowed the retailer to eliminate manual processes and unify operations with technology-driven efficiency. Features like digital-on-demand printing, variable print capabilities, and real-time reporting created a streamlined marketing pipeline.
- ✓ **Transparent Budget Management:** OTP One empowered regional managers with tools to manage their local marketing budgets proactively. The platform assigned store-specific budgets and implemented approval workflows to ensure managers stayed within limits while maintaining visibility for corporate executives.
- ✓ **Comprehensive Reporting:** Corporate decision-makers gained newfound clarity through the One Intelligence module's reporting features. Real-time data provided insights into spending patterns, inventory levels, and campaign efficiency, enabling better forecasting and strategic planning.
- ✓ **High-Touch Support:** Beyond technology, OneTouchPoint continued providing personalized customer service for every user in the organization. From troubleshooting issues to ensuring on-time deliveries, the team maintained a human touch that strengthened trust and collaboration.

Results to Date.

The partnership between OneTouchPoint and the retailer delivered impressive results, including operational efficiency, cost reductions, and enhanced marketing capabilities.

- ✓ **Volume:** Over 10 million pieces of marketing materials are ordered annually through OTP One, showcasing the platform's scalability and ability to handle high-volume demands seamlessly.
- ✓ **Cost Savings:** By consolidating vendors and leveraging economies of scale, the retailer significantly reduced production and shipping costs without sacrificing quality or service.
- ✓ **Streamlined Processes:** The platform automated manual workflows, minimizing time spent on administrative tasks and allowing teams to focus on strategic initiatives.
- ✓ **Localized Empowerment:** Local store managers benefited from tools to control their individual budgets and customize materials while staying compliant with corporate standards.

Positive Business Impact.

Through its collaboration with OneTouchPoint and the implementation of OTP One, this Fortune 500 retailer has transformed its local marketing operations. By unifying technology, operations, and brand management, the company is now able to scale seamlessly, monitor costs, and empower its local teams.

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