

★ Direct Mail ★ Gets Direct Results.



DIRECT MAIL CAMPAIGN TURNS CASUAL BROWSERS INTO LOYAL BUYERS

The Client

Established in 2009, thredUP is an online fashion resale company for like-new clothing that features more than 25 thousand brands and over 250 thousand items. Customers can simply fill a thredUp® bag with used clothing and put it on the doorstep—the company covers shipping and pays for every sellable item. As one of the first-movers in the relatively new—and increasingly competitive—“re-commerce” industry, the retailer is looking for ways to attract a loyal customer base.

The Challenge

One of thredUP’s primary goals was to convert prospects into customers. To grow its customer base, the company needed to develop a strategic marketing campaign that would build brand awareness and convert non-customers while boosting loyalty—and sales—among existing customers.

Customer Strategy

thredUP partnered with USPS to create a direct mail marketing campaign that featured recognizable brands at reduced prices and that offered a significant discount for all first-time orders. The mail campaign was segmented by recency, frequency, and monetary value.

A message from the CEO and testimonials from happy customers encouraged prospects to shop at thredUP.com, while a more pronounced call to action urged first-time visitors to enter a code at checkout for a 30–40% discount. A secondary call to action prompted shoppers to order a “cleanout bag.”



Mail Solution

Sent in the fall of 2014, the direct mailpiece consisted of an eight-page, roll-fold, color booklet. The target audience was composed of 30% customers and 70% prospects, with a circulation of 450 thousand per drop. Two tipped-in cards—one addressed to the recipient and one they can share with a friend—showcased a deep discount off the first order.



Key Elements

A visually appealing cover combined with a strong discount offer encouraged prospects to explore the booklet further. Card inserts offered a deeper level of engagement and interaction with the piece. Colors used throughout the mailer reinforced brand imagery and made the piece instantly recognizable.

Results

thredUP used match-back analytics to track audience response to the direct mail campaign. The average dollar per order for existing and new subscribers exceeded expectations. Through this partnership with USPS, marketing efforts generated a positive ROI. This leads to a potential increase in brand loyalty, and lifetime value among customers. ThredUp plans to add direct mail to its media mix—investing \$2 million this year. The next rollout will be in late summer/early fall..



Key Findings:

- ★ The discount code on the cards captured over 90% of respondents.
- ★ Pass-along conversions for new customers varied from 15% to over 30%.
- ★ The average order for existing customers was \$83, and over \$105 for first-time buyers.

