



★ DIRECT MAIL CAMPAIGN BOOSTS CROSS-SALES

DIRECT MAIL CASE STUDY

NATIONAL GIFT RETAILER AND
USPS®

CLIENT

What started as a single flower shop in 1976 has since blossomed into a leading e-commerce company that houses a number of brands under one family name. Today the retailer continues to grow, with a recently acquired new business unit boosting annual revenue to \$1.1 billion.

The company attributes much of its success to a history of innovative marketing. So after learning that it was missing nearly half of its target customers with an email-only campaign strategy, they knew it was time for a better solution.

CHALLENGE

With half of their promotional emails left unopened or filtered out as spam, the retailer was losing a major customer touch point. Plus, without any type of communication that united all of its brands under the familiar name customers knew and trusted, they were missing out on a valuable opportunity for cross-sales.

The retailer needed a way to communicate its full range of products and encourage customers who typically only shop one brand to try others in the family.

GOALS

- Retain current and past purchasers as loyal customers.
- Create a more dynamic and interactive format.
- Increase average customer spend per order.
- Provide a positive ROI.

STRATEGY

Create a more personal touch point for 100% of their targeted customers with a self-mailer that brings the family of brands together for the first time.



UNITED STATES
POSTAL SERVICE®

SOLUTION

USPS distributed 175 million multibranded self-mailers to consumers who had previously purchased from one or more of the retailer's product lines.

The six-panel mailers featured each brand equally and included four detachable coupons with promotions specific to each brand. These **promotional offers** included free shipping, 15 to 20 percent off, and \$10 to 50 off select purchases.

The **call to action** encouraged customers to purchase products online from one or more brands through the promotional discounts. The mailpiece design also reflected the cross-brand theme with visually appealing images of quality products from each individual company.

RESULTS

- ★ Individual companies experienced a 13 to 35% lift in response.
- ★ The average customer spend was \$1.50 more per order.
- ★ Each individual company experienced a lower cost per order due to the unified brand marketing effort.
- ★ There was a higher response rate for multibrand purchasers compared to single-brand purchasers.
- ★ Presenting multiple brands in a single mailer created a positive brand perception for customers.



USPS
Distributed
175 Million
Multibranded
Self-Mailers



3 Offers
Included
FREE SHIPPING
15-20% Off
\$10 To \$50 Off
Select Purchases



Companies
Experienced
13 to 35%
Lift In
Response



CONCLUSION

Speaking in a unified brand voice in a direct mail campaign created a new customer touch point. This approach not only increased visibility into the company's entire product line, but also lifted the response rate across all brands.



Please recycle.