



## **Retail Case Study**

A premier specialty retailer of home furnishings and gourmet cookware

### **Topline Results**

A targeted campaign to engage catalog shoppers who had not made a purchase in the past 12 months lead to significantly higher order sizes and yielded key personal and contact information for use in follow-up campaigns.

#### *Order Size Significantly Surpasses Previous Campaigns*

- The average spend of customers in the six most responsive market segments was \$152, or 73% more than customers who received other inducements to shop again with the retailer
- Nearly 50% of the re-activated consumers made a second purchase and achieved the campaign's goal increasing frequency

### **Business Challenge**

The retailer was seeking to achieve three goals: 1) re-engage with catalog shoppers, a highly profitable customer segment; 2) Increase the frequency of purchases among these new reactivated customers; and 3) Collect highly accurate email and mobile phone addresses for follow-up campaigns across multiple channels.

### **Solution**

Visant Marketing Services worked with the retailer to develop the campaign strategy, manage all aspects of implementation and offer recommendations for follow-on campaigns.

Visant Marketing Services started the engagement by understanding the retailer's specific needs and sales goals. Visant Marketing Services created a multi-channel strategy to reconnect with the retailer's catalog buyers, increase sales and capture personal information. Using a nationwide list of previously active customers, Visant Marketing Services prepared and distributed a mailer offering \$10 off a purchase of \$75 or more. After consumers activated the offer by providing the requested personal information, including email addresses and mobile phone numbers, the value in the offer was instantly redeemable. To spur repeat sales, Visant Marketing Services added a feature that automatically reloaded the reward card in the mailer with \$10 off another spend of \$75 or more.



Visant Marketing Services managed the campaign implementation, which included production and distribution of the mailer, development of the online activation page, and all campaign tracking and analysis. The activation and redemption data gathered in the campaign enabled the retailer to accurately capture the identity of the consumer, average order size, among other key pieces of information.

### **Key Takeaways**

The program yielded a significant number of insights and opportunities:

- The offer structure of \$10 off, instead of the traditional offer of 10% off, resulted in more profitable transactions
- The reloadable offer feature had the intended effect of generating repeat sales and is likely to be an ongoing part of the retailer's offer strategy
- The campaign uncovered significant opportunities to target customers whose profiles are similar to the six customer segments that were most responsive
- By varying the dollar offer of the next campaigns, the retailer can further engage consumers who were least responsive to the initial offers