



a Segerdahl company

# CASE STUDY

Sporting goods retailer finds repeat purchase success with four-color variable data printing.

Industry: Retail

**After struggling with a growing number of single purchase customers, a large sporting goods retailer turned to direct mail to re-engage and drive that all-important second purchase.**

## CHALLENGE

With a database that numbered nearly one million single purchase customers at any twelve-month period, the retailer struggled to turn these one-time shoppers into repeat customers.

To date the retailer's marketing tactics relied heavily on newspaper circulars, seasonal sports catalogs (think the start of football and baseball seasons) and social media. While these channels were successful at acquiring new customers, they proved ineffective at driving repeat purchase traffic.



## SOLUTION

Seeing a lack of success with their present marketing mix, the retailer, in partnership with SG360°, developed a multivariate direct mail test that involved mailing a one-time use offer with few restrictions to incent a second purchase.

The retailer wanted not only to gauge the performance of direct mail itself, but to determine the "right offer" to incent action as well as understand the impact of personalization.

With a target production price of \$.20-\$.30 per piece, SG360° explored various formats with the retailer ultimately selecting a double-sided postcard with a perforated offer card. The postcard itself was printed in four-color with a UV coating and featured lifestyle imagery on one side and product images and the offer card on the other.

The five-month test targeted a rolling 100,000 customers selected from a pool who made their first purchase six months prior and had not purchased since.

Recipients were divided into two groups with Group A receiving a \$10 off cash card and Group B receiving a \$20 off cash card (after the first two months, the retailer elected to reduce the offer to a \$15 off cash card for the remaining three months of the program). The two groups were further divided into two sub groups with one half receiving generic product images while the other half received variably printed product images based on the recipient's previous purchase. Images were selected from an extensive library of product shots that spanned apparel, shoes and accessories.

## RESULTS

The results of the test performed well beyond the retailer's expectations with an aggregate average offer redemption rate of 35% across all four test groups. The groups that received personalized product imagery responded 40% better than the control group who received generic product images.

**35%**

average aggregate  
redemption rate

**28%**

redemption rate for  
the \$10 cash card

**34%**

redemption rate for  
the \$15 cash card

Want to increase your customer engagement? [Contact us](#) to learn more about 1:1 personalization.