



Success Story

Designer Clothing Brand Wins Customers Back with Direct Mail

Industry

Retail

Results

The campaign earned a 2% response rate with an average order value of \$94.

Overall ROI was an impressive 252%.

A designer men's and women's clothing brand found success reactivating lapsed customers by using direct mail to drive an online purchase.

OBJECTIVE

In the 21st century, the customer is king and customer retention is a top priority for nearly every retail company, especially in apparel.

For one designer clothing brand, winning back lapsed customers was a key goal. Heavy users of paid social and email, the brand was looking for new ways to connect with the lapsed shoppers they weren't reaching through these channels.

After being referred to SG360[®] by another one of our customer's, the brand reached out to learn more.

STRATEGY

With this being the brand's first foray into using direct mail, their objective was to run a test to prove its efficacy.

The premise of the test was simple – create a stand-alone direct mail piece delivered to an audience of lapsed subscribers with the goal of driving them back online to complete a purchase.

The test used a static 4.25"x6" postcard that featured a lifestyle image inclusive of the brand's clothing on the front. The back featured the simple message We Want You Back in conjunction with an offer for 25% off their next online purchase.

The target audience was comprised of former customers who hadn't made a purchase in 300-365 days (well beyond their standard lapse point of 115 days).

RESULTS

With the ability to track online redemptions via the offer code printed on the piece, the brand started seeing immediate results. At the conclusion of the offer period, the brand labeled the test a success, reporting a 2% response rate and an average order value of \$94, leading to an impressive 252% return on investment.

Believing in direct mail's ability to connect with customers and drive them back online, the brand is now looking to add direct mail as a regular component of their marketing mix for both acquisition and reactivation campaigns.

Reactivate your lapsed customers by adding direct mail to your customer retention strategy. To learn more [contact us](#) today.