



Success Story

Health and beauty brand uses direct mail to drive in-store traffic.

Industry

Health and Beauty

Results

The campaign earned redemption rates exceeding 8% and 1.2% respectively for existing customers and new acquisition targets.

Overall, the brand saw a 65% return on investment.

A wellness-based skincare brand found success using direct mail to attract existing online customers and acquisition targets to their newest brick and mortar store location.

OBJECTIVE

With a robust hospitality business, a wellness-based skin and haircare brand sought to grow their direct-to-consumer business, operated through an online storefront and retail locations.

After hearing the SG360 team speak at eTail West, the brand was interested in testing direct mail's ability to drive traffic in store.

STRATEGY

New to using direct mail, the brand worked closely with SG360 to create a test focused on driving traffic to their latest store opening in Phoenix, Arizona.

The test featured three audience segments: 1. Existing high-value customers; 2. Existing lower-value customers; 3. New acquisition targets. Existing customers were selected based on their proximity to the store's location (a 2.5 mile radius) as well as lifetime value and purchase history. The brand leveraged SG360's data services team to identify the new acquisition segment. The group was designed to be a lookalike audience that mirrored the brand's best customers, coupled with store proximity.

Included in the test was an incentive to shop at the physical store versus the brand's website. Existing high-value customers received \$20 off an in-store purchase while existing lower-value customers and new acquisition targets received \$10 off an in-store purchase.

The direct mail package itself leveraged a letter + envelope format that contained a statically printed 6x9 flat card with an affixed personalized promo card. The promo card was variably printed with the recipient's designated offer and a unique promo code for response tracking at the store level.

RESULTS

The campaign performed well-beyond expectations. Redemption rates for existing customers exceeded 8% while new acquisition redemptions surpassed 1.2%. Overall, the campaign achieved a 65% return on investment.

Pleased with the results, the brand is in the midst of expanding the test program with geo-targeted campaigns and is exploring the use of direct mail product sampling.

Want to increase traffic to your brick and mortar locations? Talk to our team of experts about how direct mail can help. [Contact us](#) today.