

# CASE STUDY

## RETAILER TRIGGER CAMPAIGNS

INNOVATION

EXPANSION

CUSTOMER LOYALTY

INCENTIVES

**CLIENT:** National Clothing Retailer

**PROJECT:** Loyalty Trigger Campaigns

### OBJECTIVES:

- Drive incremental sales among loyal consumers
- Trigger another buying event around consumers' birthdays
- Keep heavy users within the brand franchise through reward incentives

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### SOLUTION:

Collaborated to design and print innovative and cost effective formats

- Used One-to-One variable data printing to deliver a high impact personalized self-mailer
- Messaging and content are targeted specifically to the consumer along with the offer
- Offer communicated via a tear-off redemption coupon in the shape of a standard credit card
- Birthday campaign is executed monthly, approximately 80,000 per month
- Loyalty campaign executed twice per month to roughly 10k consumers based on specific purchasing behavior

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### RESULTS:

- Fulfillment issuance platform quickly & accurately executes the campaigns on a monthly and 2x monthly basis
- Campaigns have run for over 4 consecutive years due to their success
- Program has been expanded into multiple languages because of campaign's effectiveness
- Execute thousands of mailers on an annual basis across the two loyalty campaigns

**SandyAlexander**

200 Entin Road, Clifton NJ 07014 | 973-470-8100  
www.sandyinc.com | hello@sandyinc.com

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