

CASE STUDY

DIRECT MARKETING

RETAILER TRIGGER CAMPAIGNS

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

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

SOLUTIONS:

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

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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