



CASE STUDY A REMINDER POSTCARD BOUGHT ROSY SALES FOR DAVID AUSTIN ROSES

BACKGROUND

Founded in the 1960s by its namesake, David Austin Roses was built around a vision to 'create a more beautiful rose'. It is a vision that this family-run breeder of fine English Roses still aspires to today.

The foundation of the David Austin Roses communication plan is an annual catalogue, mailed each autumn to people who have previously purchased from them. The successful test of an additional spring catalogue in 2017 has resulted in it being rolled out in 2018.

Over recent years, as online sales have grown, email penetration on David Austin's database has increased, with 70% of contacts having both a postal and email address. The natural extension was to add email into the communications mix. A reminder email to contacts with

an email address has proved successful in prompting them to purchase from the catalogue before their offer expired. Response rates amongst the email contactable group were significantly higher than the non-contactable group following the reminder email. In 2017, David Austin Roses set out to explore whether a mailed reminder could uplift response in non-email address customers (30% of the database).

"We created email campaigns and then added in the spring catalogue in 2017. Both were successful – I suppose it was obvious, the more meaningful contact you have with someone, the more likely you are to get your desired response." Tim Smith, Finance Director

SOLUTION

A postcard was chosen as the ideal format to remind non-email address customers to purchase from the catalogue before their offer expired. The hypothesis was that people keep the David Austin Roses catalogue, therefore a beautifully designed postcard, reflecting the catalogue cover, would act as a good overlay, remaining in the home and reminding people to act.

Although the initial thinking was to test a reminder mailing with the non-email audience, the team at David Austin Roses were intrigued to see if an additional postcard (as well as the reminder email) could cut through the digital clutter and uplift response amongst the email group as well.

A robust test matrix split 50,000 addresses with email and 50,000 addresses without email into two cells: one that received the postcard and one that did not (acting as the control).

Following the advice of their Royal Mail media specialist, the postcard was timed to land a week before the money off offer on the catalogue expired, creating a sense of urgency to act. The message was clear and single-minded: 'Time is running out. Your offer ends on Sunday 12th November 2017'.

The Strategic Mailing Partnership™

RESULTS

The results from the reminder postcard surpassed David Austin Roses' expectations; with an overall increase of 95% vs the control.

As expected, the non-email cell saw the highest uplift in response (183% vs the control), however, the email cell also experienced a significant increase in response (45% uplift vs the control group). The value of average order sales for all groups remained constant across all cells.

Buoyed by the success of the reminder postcard, David Austin Roses are rolling it out to all customers as a prompt to purchase following the spring catalogue in 2018.

“We are very pleased with the results – we expected to see a positive result amongst the non-email customers but certainly didn't think we would get as much of an uplift with the email group.” Tim Smith, Finance Director, David Austin Roses



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