

CASE STUDY A FRESH APPROACH DELIVERED FRESH PROSPECTS

BACKGROUND

British lifestyle brand Fairfax & Favor create high quality, stylish footwear and accessories aimed at both town and country living. Launched in 2013 by two childhood friends, the brand has grown exponentially to become a £30 million business that trades predominantly online, with four stores offering a retail presence. At the heart of their brand - aimed at higher end customers – is a promise of 'Function. Fashion. Forever'. These are stylish shoes that are built to last.

Acquisition at the outset came through sporting events, country shows and a growing social media presence. In 2016 Fairfax & Favour set out to continue to grow their customer base using mail. The first mailed catalogue to their house file proved to be a success, giving the brand the confidence to expand to cold lists. Each catalogue built on the learnings of previous campaigns and refined the targeting.

SOLUTION

Fairfax & Favour saw the opportunity to partner with List A – a shared mailing for direct-to-consumer brands who want to share the cost of a direct mail catalogue.

In 2020 Fairfax & Favor signed to List-A alongside four non-competitive, complementary brands. Using a lookalike model, built with insight from all participating brand, List-A were able to identify fresh new prospects for Fairfax & Favor to target.

Alongside the List-A catalogue, Fairfax & Favour mailed their solus catalogue, targeting their own optimised cold lists. Both catalogues were expertly curated and editorially driven with high production values to fit the 'affordable luxury' mindset of the target audience.

The test proved successful with both catalogues achieving strong results with healthy CPA's and ROI. Buoyed by the success of this, Fairfax & Favor added List-A to their marketing mix for 2021, mailing at winter to coincide with their own mail programme.

"By partnering with List-A we had the opportunity to target more customers at a lower cost. So, we continued to target our core audience and topped up volume with List A. It worked for us." Marcus Fountaine, Founding Director, Fairfax & Favor

"Mailing a catalogue gave us an opportunity to recontact our current customers. This was successful so we expanded our data to mail cold lists to build our customer base." Marcus Fountaine, Founding Director, Fairfax & Favor

In 2020, Fairfax & Favor had reached a tipping point – the wider they expanded their cold lists, the higher the cost per acquisition (CPA) was. The brand needed a more economical way to continue to grow their customer base.

"We found it is the law of diminishing returns with catalogues. As we increased our volumes, we were getting lower response and a higher CPA." We needed to try something new." Marcus Fountaine, Founding Director, Fairfax & Favor



The Strategic Mailing Partnership™

RESULTS

The joint catalogue campaigns produced favourable results for Fairfax and Favor.

Both the stand-alone catalogue and the List A catalogue delivered new customers at or below the target CPA.

“Using List-A alongside our catalogue allowed us to expand our customer base while at the same time achieving a healthy cost per acquisition.” Marcus Fountaine, Founding Director, Fairfax & Favor

Fairfax & Favor commissioned additional analysis exploring the impact of mailing both catalogues to the same address; this showed the power of doubling the contact. The brand saw a significant increase in response compared to customers who had only received a Fairfax & Favor catalogue or a List A catalogue.

“When we de-duped the two lists to explore the overlap, we saw that the conversion of the people who received both catalogues was significantly higher. I think it is because the second catalogue acted as a reminder mailing. It had a halo effect on the first.” Marcus Fountaine, Founding Director, Fairfax & Favor

Mail continues to be a core acquisition channel for FairFax and Favor with the brand planning to mail over 1 million items in 2022.

“Mail plays a significant role in our business. It is a vital acquisition channel and allows us to reach new customers at a healthy cost per acquisition.” Marcus Fountaine, Founding Director, Fairfax & Favor

