

CASE STUDY PROGRAMMATIC MAIL TO LAPSED CUSTOMERS COOKED UP TASTY RESULTS

BACKGROUND

Gousto supplies subscribers with recipe kit boxes which include ready-measured, fresh ingredients and easy-to-follow recipe instructions. They are one of the fastest-growing companies in the UK with a strong reputation for speedy service and great food.

Retention is high but inevitably, through a variety of factors, customers do lapse.

Gousto had a highly tuned, well-honed digital strategy to reactivate lapsed subscribers, but response had peaked in recent months.

A new approach was needed.

SOLUTION

Gousto approached Paperplanes to understand if a fast, responsive, and dynamically driven mailing through lapsed subscribers' letter boxes could make a difference for their already advanced customer journey.

Upon scoping the size of the opportunity with Gousto it was clear that personalisation and speed of communication to the lapsed universe would be key.

Gousto set out to entice a potentially returning customer with meal kit inspirations for the week ahead.

With the strategy clear, the creative approach aimed to remind these lapsed subscribers what they were missing. To achieve this a dynamic creative link was created that pulled in a weekly update of meals.

RESULTS

Using programmatic mail got lapsed customers returning in their droves.

- 11% of the churned customers returned to Gousto after receiving the automated mailing
- 17% incremental uplift from the campaign
- Customers were even found to engage with QR codes, which would take them directly to the app or browser to resurrect. Can we compare QR codes with web offers?
- Customers mailed were much more likely to remain Gousto customers over a longer period than those not mailed

“We were looking for the right capability and channel to help us resurrect customers who had recently lapsed. Paperplanes integrated seamlessly with our integration tools, helping us learn best practices for reaching these customers. Paperplanes are a valuable partner for us to help aid our customer contact strategy.” CRM Manager, Gousto

