The Strategic Mailing Partnership™

HEARST paperplanes

CASE STUDY PROGRAMMATIC MAIL BOOSTED SUBSCRIPTIONS

BACKGROUND

Leading global media, information and services company Hearst offers premium content with an overarching purpose: to help people get more out of life.

Hearst was keen to experiment with programmatic mail and evaluate if it could increase customer engagement online as well as boost the overall conversion rate of people who browse subscriptions but abandon before purchase.

SOLUTION

Paperplanes and Hearst tested a relevant, personalised mail follow-up (sent from the title they had browsed) to customers who browsed subscriptions on the Hearst website but did not go through to make a purchase.

The starting point was to integrate with Hearst's website to identify any abandoned sessions not completed within 24 hours. This triggered a highly personalised mailing that was delivered to their door three days later. Each mailing was creatively tailored to the title browsed. Dynamic templates allowed the mailing to be highly personalised. Engaging headlines such as 'Hey Lynda, it's not too late' grabbed attention. The back of the letter went on to show prospects what they could look forward to in every issue.

RESULTS

Hearst saw double conversion rates and low CPA rates:

· 68% uplift of subscriptions to Hearst's key feature titles.

· 500% increase in overall traffic to site from the mailed universe.

· Strong CPA level of £9, which worked out more cost-effective than other digital re-targeting strategies.

· Conversion rate was doubled for mailed universe versus standard web browsers

"We were looking for a solution to increase our conversion rate on our e-commerce site and were excited by the strategy offered by Paperplanes. The results were really impressive and worked out more cost-effective than some of our other acquisition channels. Results from the initial basket follow up have enabled us to roll out the pilot phase with Paperplanes and we look forward to a long-term partnership focused on continued optimisation." Digital Marketing and CRM Director, Hearst