

# **CASE STUDY MAILING A LESS RESPONSIVE AUDIENCE NEAR FATHER'S DAY PROVED TO BE 'SOCKSESSFUL'**

## **BACKGROUND**

London Sock Company, are a high-end online retailer, specialising in premium socks. Mail plays a significant role in their communication plan with highly targeted catalogues sent every few months.

In 2020, during the pandemic the retailer to run their first ever 'Father's Day catalogue.

It was a great opportunity – what else do you buy dad on Father's Day? However, timings were tight – the mailing needed to be turned around in 6 days. And their Spring Catalogue had only recently dropped.

## **SOLUTION**

To ensure that they weren't over mailing their best prospects or wasting catalogues by sending a further catalogue too soon, London Sock Company and Webmart decided to mail a 'weaker' target to see if they could activate them. They were not in the top deciles due to not wanting to overwhelm those, or dilute the impact by sending too many offline marketing pieces, so the customer dropped down and targeted a weaker audience, and saw impressive results.

Stand out was key – knowing that this mailing might land at the same time as other Father's Day mailings, Webmart suggested positioning it as a 'Summer Gift Guide'. To keep costs down – minimising the risk of mailing this less responsive audience - a 4pp, A5 format fully mini-catalogue was sent. With sealed edges this format would qualify for Mailmark and the best postage cost.

Taking on board feedback from customers who had received a sealed format mailing before and had had trouble opening it, the stock was changed from 300gsm uncoated, to 250gsm gloss. The extra inclusion of an 'Open Here' arrow not only signposted how to open the mailing, but it also created intrigue and built curiosity.

Finally, for ease of response, a QR code was included to make the customer journey from mail piece to online seamless. And the added time limited? special offer would likely encourage instant mobile purchases.

The campaign came together in those 6 working days and 11,500 gift guides landed in good time for Father's Day.

# The Strategic Mailing Partnership™

## RESULTS

The impactful, cost-effective gift guide delivered sales. AOV was £70 whereas for previous mailers, average order value was £53 and £58.

Response to the QR code was 1%. 17% of those converted to sales (vs a normal conversion of 4% in June).

