

CASE STUDY PROGRAMMATIC MAIL PRODUCED BREWED UP STRONG RESULTS

BACKGROUND

Pact Coffee offers their customers a world-class speciality coffee delivered to their front door. They use ethically sourced coffee and allow customers to tailor subscriptions suited towards them. Pact also offer a wide range of individual coffees to purchase from their online store.

Pact set out to see if they could resurrect people who had either aborted their subscription process or abandoned their coffee basket.



SOLUTION

Pact worked closely with Paperplanes to retarget prospects who were browsing online - either in the store or for subscription - but had not signed up or purchased.

A fast and impactful programmatic mailing was sent to inspire these coffee lovers to either buy the coffee that they had abandoned or to start or continue their subscription process.

A dynamic letter template was created – it had the flexibility to include product recommendations based on what customers had browsed. The creatives were segmented further to highlight whether a customer browsed machinery vs coffee.

Further A/B tests were introduced to refine and optimise Pact's approach based on the information captured across the site via Paperplanes' tech integration.

RESULTS

Retargeting customers delivered impressive growth opportunities across both sales and subscriptions.

- 40% more abandoned basket subscriptions were reactivated vs the non-mail control group
- Mailed customers viewed 10% more pages than comparative non-mail controls
- 4% of recently paused subscriptions successfully reactivated, showing that alongside creating new subscriptions, programmatic mail was successful in recovering lapsed subscriptions

“Working with Paperplanes helped us to reach our customers in new ways and has led us to achieve a greater level of lifetime value from the base. We hoped to see a stronger conversion through mailing and were happy to find a higher retention rate across mailed groups. Paperplanes has helped uncover insights on how we can use direct mail to target customers over a longer term.” CRM, Pact Coffee

