



LOCR CASE STUDY

DE BRADELEI STORES

De Bradelei Stores, Chapel St., Belper, DE56 1AR T.01773 882442

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OBJECTIVES

De Bradelei Stores run several shops across the UK selling fashion at discounted prices. In autumn 2016 they wanted to win back lapsed customers in order to boost autumn season sales.

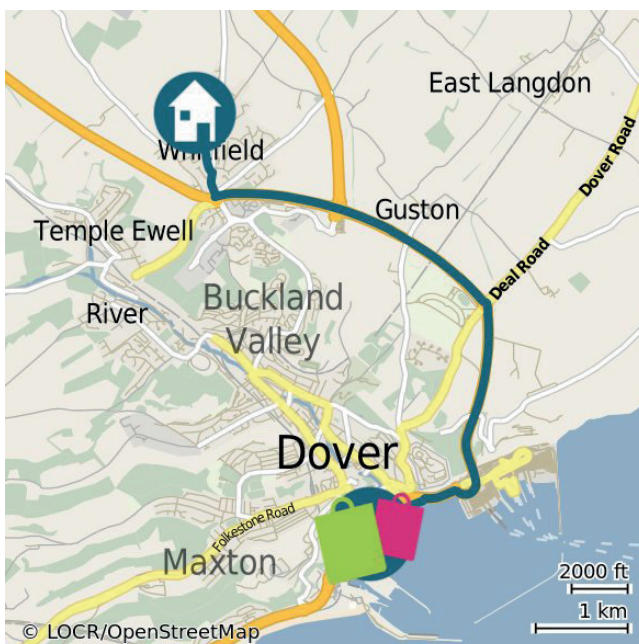
The company partnered with print service provider 'Eight Days a Week Print Solutions' to target their broad customer base with a direct marketing campaign aiming to drive traffic to the stores. De Bradelei also sought to gain new insights for future marketing planning and campaign creations.

CAMPAIGN

The campaign's target audience was customers over the age of 26 who had previously made purchases of over £20 but hadn't done so for at least three years. Addresses from lapsed customers of the three stores in Dover, Belper and Nottingham were put together in a mailing list of 10,000.

To create the A5 direct mail postcard, Eight Days a Week Print Solutions turned to geomarketing specialist locr for personalized maps to direct the recipients to their nearest outlet store.

A controlled A/B test, with and without personalized maps, was used in the campaign to track the results for future marketing planning and to analyze the effectiveness of geomarketing as the basis of marketing activities.



Example NAVImap „Dover“

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LOCR GEOMARKETING SOLUTIONS

locr provided personalized navigation maps that showed the recipient the fastest route and driving time from their address to the nearest outlet. The postcard also showed a labelled map of the area around the store for better orientation.

A random 50% of the mailing list received the personalized postcard; the other half received a mailer with static fashion images instead. Both testing groups, however, were invited to enter a contest to win a £100 shopping voucher and received a 20% discount voucher and a free cup of coffee or tea in-store.

All vouchers included a unique reference number so that results could be tracked when it was redeemed in the store. In order to encourage customers to act on the offers quickly, the vouchers had a short redemption period of about three weeks.



Example A/B Test with and without maps

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RESULTS

The response was 1% in the first week and sales increased by over 14% year on year. The A/B test revealed a 63% higher response rate for the direct mail with the personalized geomarketing components than for the static mailer without any personalization.



Example LOCALmap „Belper“

BEST PRACTICE

A straightforward purpose and thoughtful planning helped De Bradelei and their service provider, Eight Days A Week Solutions, to achieve the campaign’s objectives. The target audience was precisely defined to ensure that the campaign reconnected with customers that were most likely to act on the campaign.

The incentives included in the direct mail piece encouraged the recipients to a quick response and facilitate tracking of the different marketing measures. Tracking the response was made possible with the stores’ EPOS system and unique reference numbers on the vouchers. Given these conditions, the A/B test delivered valuable insights.

The much higher response rates of the personalized direct mail proves that geomarketing techniques as provided by locr are an effective lead generation tool for marketers.

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ABOUT LOCR:

locr® is the world's leading provider of geomarketing services that let marketers use location to their advantage. locr takes data from leading geodata suppliers and converts it into geo-information services and personalized maps that can be used by marketers to enhance their mailing lists, create higher engagement, and achieve better response rates.

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