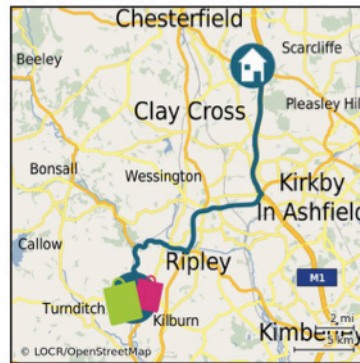


# PODi CASE STUDY

## DE BRADELEI STORES RECONNECTING WITH LAPSED CUSTOMERS

YOU'RE ONLY 22 MINUTES AWAY FROM GREAT SAVINGS



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## DE BRADELEI STORES

**VERTICAL MARKET:** Retail

**BUSINESS APPLICATION:** Direct Marketing / Traffic Generation

### BUSINESS OBJECTIVES

De Bradelei Stores are a group of shopping outlet malls in the UK offering fashion from leading brands at discounted prices. They wanted to increase footfall and boost sales in Autumn 2016 by targeting lapsed customers from their extensive database. All sales are undertaken in-store as De Bradelei do not offer online sales.

They engaged a print and mailing company called Eight Days a Week Print Solutions to design and manage a direct marketing campaign to drive traffic to their three stores.

The campaign objectives were to:

- Increase footfall in the stores
- Boost sales during the Autumn season
- Reconnect with lapsed customers
- Introduce De Bradelei to new address occupiers
- Increase De Bradelei's knowledge and insight for future marketing.

### STRATEGY

Eight Days a Week Print Solutions proposed a geomarketing Direct Mail campaign using personalized maps to show recipients the proximity of their nearest store and the route to drive there. They engaged geomarketing specialist locr GmbH of Germany to calculate the fastest routes, supply driving times and generate the personalized map images.

In order to test the effectiveness of using geomarketing as an overall strategy for retail traffic generation and serve as a basis for De Bradelei's future marketing programs, Eight Days a Week Print Solutions decided to run a controlled A/B test with and without the geomarketing components.

## RESULTS

- Like-for-like in-store sales increased by over 14% for the same period in the previous year
- Overall response rate was 1% in the first week
- The response rate of recipients with the personalized geomarketing mailer was 63% higher than those without the geomarketing personalization.

## CAMPAIGN ARCHITECTURE

De Bradelei selected 10,000 recipients from their lapsed customer databases across their three stores in Dover (5000), Belper (3500) and Nottingham (1500). The demographic profile of the target audience was:

- Age: 26 and over
- Previous spend in store greater than £20
- Lapsed customer since December 2013.

The mailer design was a one-piece A5 postcard. Half of the recipients were randomly allocated the mailer with geomarketing content and half would receive the mailer without it.



*Mailer with personalized map and travel time*

The geomarketing elements provided by locr GmbH included:

- a variable personalized route map from each recipient's home address to the nearest store location
- a static map of the immediate area around the store
- an enhanced recipient data file including the driving time for each recipient and references to the relevant personalized and static map image names.

Only a random 50% of the recipients received cards designed with the location and route maps. The rest received a design with a static fashion image.

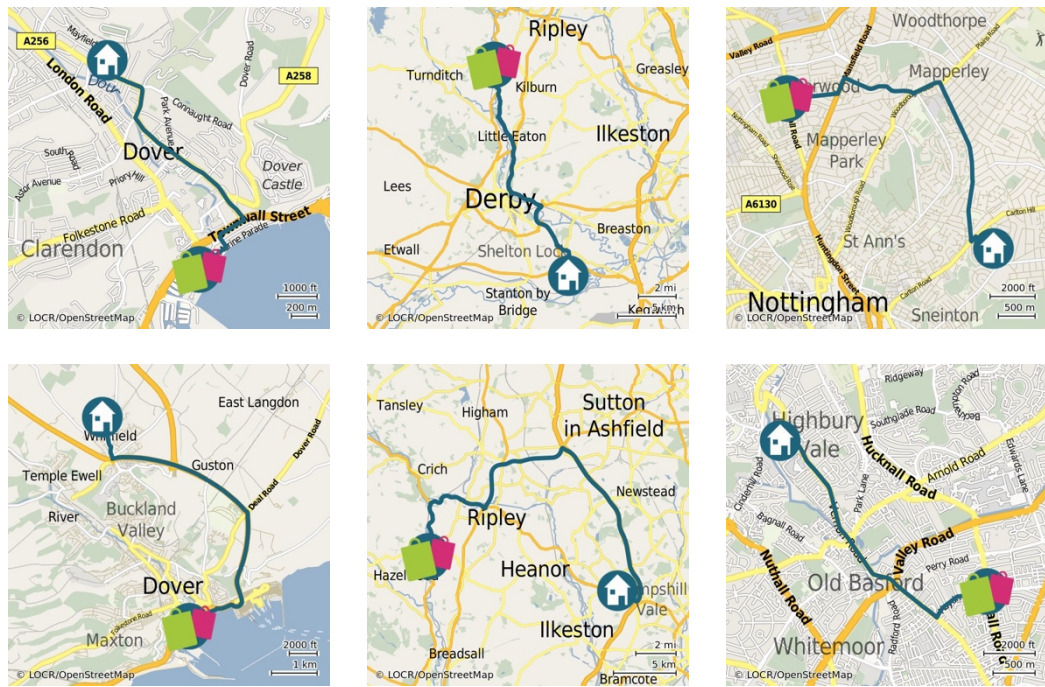


*Mailer with static image*

Both segments were incentivized with an identical offer package comprising:

- Entry into a prize draw to win £100 shopping vouchers
- An additional 20% discount on selected brands
- A free cup of tea or coffee in-store.

All postcard vouchers were identified with a unique recipient reference number and had to be presented in-store to be eligible for the offer so that results could be accurately tracked. Also, the offer package was given a very short redemption period of about three weeks in order to encourage a quick response.



*Two different personalized route maps for each of the three store locations*

## REASONS FOR SUCCESS

This short and simple campaign achieved its objectives for De Bradelei and their service provider, Eight Days a Week Print Solutions, because it was carefully planned and had a straightforward purpose.

- The target audience was precisely defined to reconnect with customers that were most likely to respond
- The multiple offer package was a good incentive and its short expiry time encouraged a quick response
- The response could be accurately tracked via the stores' EPOS systems
- The A/B test was well conceived and properly controlled. It offered conclusive proof that using geomarketing techniques, such as personalizing route maps and calculating travel times, are effective in driving traffic to retail locations.

