

Online Store Grosses \$66,400 in Revenue in 18 Days

CHALLENGE

A national sportswear merchandiser and athletic organization was looking for a new way to draw customers to their website and increase sales. What about a direct mail piece (offline) that motivated customers to visit their website (online) to purchase?

They needed a company that could handle not only the piece design but manage ALL of the details of the campaign.

SOLUTION

The company hired Triadex Card Mailers to produce and mail 10,000 card mailers for their campaign. The piece was mailed November 2nd, 2010, and the offer expired November 21st, 2010. It was a short campaign, designed for a quick "Call to Action". The offer was a \$25.00 gift card off the purchase of \$75.00 or more. On the back of the card, the sportswear merchandiser gave each customer a unique promotion code to enter on their website to track redemptions.

RESULTS

- The sportswear merchandiser had better results from their Triadex Card Mailers campaign than any other direct mail piece.
- Within 18 days, the sportswear merchandiser already had a 7% redemption rate compared to a 0.5% for typical direct mail.
- The average transaction after the mailer jumped from \$60 to \$95.40.
- The gross revenue in the first 18 days was \$66,400, a record for the organization.