



Digitally Native D2C Brand Finds Shared Mail Success with Affluent Movers

A luxury home goods brand delivered a premium experience without breaking the bank.

GOAL

A growing D2C brand, providing luxury home goods, needed to expand beyond social media ads and influencer strategies to fuel their growth. After considering a number of direct mail options, they suffered a bit of sticker shock and were unsure if the channel would meet their CPA benchmarks.

As a brand known for delivering of upscale products and accustomed to five-star reviews, they also wanted to avoid diminishing their brand image by simply going with the lowest price option.



6.89:1 Return on Ad Spend



79% decrease in cost per impression



6.26% Lift in Average First Order Value

SOLUTION

Speedeon's Shared Mail for Affluent Movers program enabled the brand to deliver an experience consistent with their high-end brand identity, at a price that beat other options. The curated experience featured other premium, non-competitive brands which further reinforced their position as a modern, elevated company.

As a marketing team newer to direct mail, they also benefitted from Speedeon's turn-key execution.

IMPACT

The shared mail experience delivered hundreds of new customers to the brand, as well as increased the value of the new customers' first order! By focusing on affluent households at exactly the right time, the brand was able to connect with new movers during their peak spending window.

Some shared mail programs featuring dozens of tacky, competitive messages may split a consumer's attention and deliver less value for each brand. Speedeon's sleek design and curated approach focused on weaving the brands together in a meaningful way that actually delivered greater value for the client.

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