



An “Offline to Online” Direct Mail & Internet Campaign

“We will be using Triadex again.”

- Operations & Merchandise Manager, National Sportswear Merchandiser

December 17, 2010, Case Study #2

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 just 18 days, the sportswear merchandiser already had a 7% redemption rate, compared to a ½% for typical direct mail. The average transaction before the mailer was \$60. However, that jumped to \$95.40 after receiving the card mailer. The sportswear merchandiser’s gross revenue in 18 days was \$66,400, a record for the organization.

Plans are already underway for the *next* Triadex Card Mailer.

	Before Triadex	After Triadex
Best Month	\$87,000	\$101,000
Best Week	\$33,000	\$50,000
Best Day	\$8,800	\$15,300

