

TARGETED TO PERFECTION

Optimising Direct Mail



Retail Systems
awards
2021
SHORTLISTED



DATITUDE
DATA DRIVEN

AN INTRODUCTION

Direct mail's magic ingredient: data and analytics

Direct mail is back in fashion! More and more retailers and brands are turning to direct mail as a way to cut through crowded digital platforms and overcome rising digital advertising costs. Done well, direct mail campaigns can be highly effective for acquiring, reactivating, and retaining customers.

In this guide, we explain why direct mail can reign supreme in the age of data-driven marketing, how to leverage your data and technology to optimise campaigns, and why smart retailers and brands choose Datitude's direct mail optimisation and analytics solution.



TABLE OF CONTENTS

02 MAXIMISING MARKETING IMPACT

- Why direct mail can reign supreme

03 TARGETED TO PERFECTION

- How to optimise direct mail campaigns

05 FROM INSIGHT TO ACTION

- Why choose Datitude's direct mail optimisation and analytics solution

06 ABOUT DATITUDE

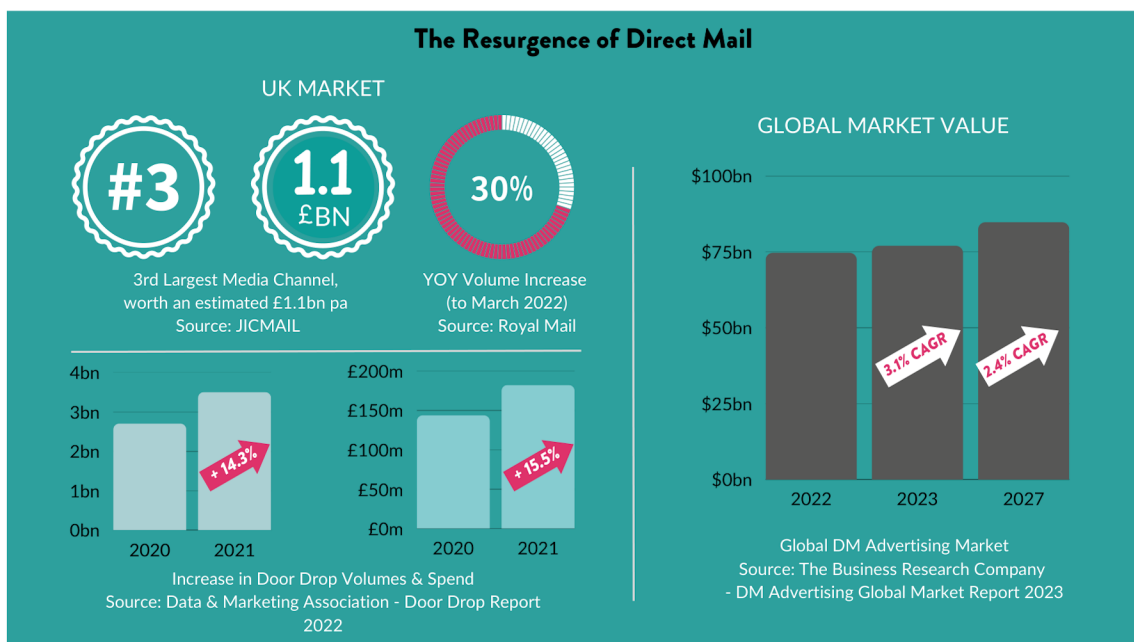
07 WHAT CLIENTS SAY ABOUT DATITUDE'S DIRECT MAIL SOLUTION



MAXIMISING MARKETING IMPACT

Why direct mail can reign supreme

Direct mail is enjoying a resurgence for good reason. At a time when it's getting harder (and more expensive) to cut through email fatigue and other forms of digital advertising, an integrated "phygital" marketing strategy is more likely to drive results.



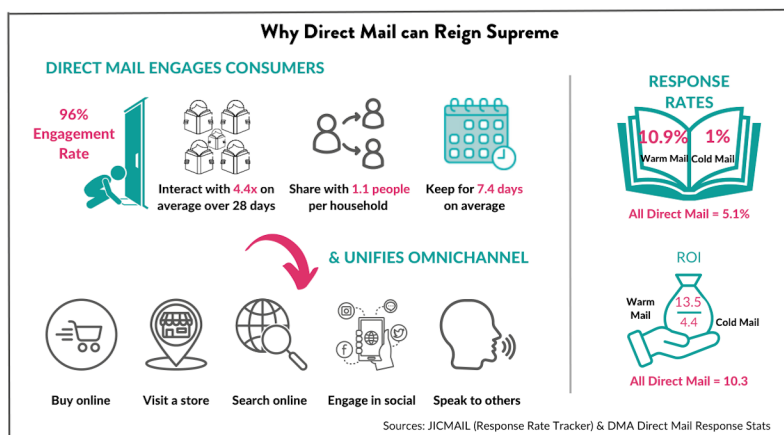
Direct mail can be a highly effective marketing tool for new customer acquisition, reactivating dormant customers, and increasing the lifetime value of existing customers. It also provides additional opportunities to engage with recipients through email, text, and in-person whilst the direct mail campaign is running; increasing conversion and average order values. In the age of data-driven marketing, direct mail can reign supreme by;

- 🎯 aiding brand and product discovery, being memorable, and **building trust through a tangible experience**
- 🎯 reaching a **wider audience** with a **higher propensity to buy**
- 🎯 having the **highest attention rate** of any media with **higher read** and **response rates**
- 🎯 **unifying omnichannel** – enhancing digital activity, boosting engagement, encouraging physical footfall, and improving the overall customer journey
- 🎯 driving **direct sales**.

It's also easy to test, track and measure. Plus, with the right technology, results can be analysed in near-real-time as soon as a catalogue lands on the mat.

So how do you optimise direct mail campaigns to deliver a strong ROI?

In a nutshell, it's about leveraging your data and technology!



TARGETED TO PERFECTION

How to optimise direct mail campaigns

The success of any marketing campaign, including direct mail, depends on the quality of your data and how well you know your target audience. The better your data, the far greater your chance of targeting the right recipients and influencing purchasing decisions. If your data is inaccurate, siloed, or incomplete your campaign won't be as successful. Here are our top tips on how to leverage your technology and data to optimise direct mail campaigns.

1. Define your target audience using sophisticated segmentation

Segmentation ensures your campaign is relevant to your audience and supports more targeted and personalised messaging that resonates with your audience.

A platform, like **Datitude's Retail & Customer Data Platform**, that provides a true single customer view is the best tool for this purpose. **You want to have a real-time view of all your customer and transaction data models**, including purchase and returns history on and offline, lifetime value, recency, frequency and monetary value, and opt-in status.



Use the insights from your data to define and segment your target audience based on your campaign objectives, whether that's demographics, behaviour, location, and/or psychographics.

Cold data selections have evolved significantly so the more you can understand your customer and segment your data, the greater your ability to acquire cold data that delivers. For customer acquisition, use your customer data to profile the best lookalikes for your cold data selection targets. For example, who are your most loyal and profitable customers?

2. Determine offers and discounts intelligently



No one likes to give away margin unnecessarily and you don't have to! **Control your offers and improve your ROI by using your data insights to understand the optimum discounts for each segment.** For example, look at customers who have a greater propensity to buy with an offer, and at what level, as well as those who typically purchase at full price and don't need an incentive.

3. Control discounts with unique, personalised, promotion codes

Generic promo codes can be easily shared and used multiple times; often masking who the real customer is. That may be ok if you're only interested in top-line sales, but it's not sustainable. For smart retailers and brands who want **to measure the true performance of marketing campaigns, gain the benefit of customer data, and stop eroding margins**, the answer is **unique, single-use codes**.

Single-use codes are also a great way to personalise direct mail. Plus, if the codes are set up and integrated into all point of sale (POS) systems, including in-store, the recipient can choose the best channel for them. Enhance the customer experience further by enabling in-store and customer service teams to look up codes for individuals at the point of purchase.

4. Establish sound control and A/B test groups

Control and A/B test groups are key for **understanding the true impact of direct mail campaigns**, including incremental uplift, and there are different ways you can optimise these.

A control group (ie. individuals who will not be sent direct mail) should be selected based on a random, representative sample of customers from all segments used for your direct mail campaign. The size of the control group should be determined by the size and expected response rate of your test group. Typically, the higher the number of recipients and expected response rate, the smaller the control group is.

A/B test groups can be optimised by split testing different variables. For example, different discount levels (including no discount) could be applied to different groups.

5. Use technology to enhance the customer experience

Advances in technology are making it easier to **blend digital content with direct mail campaigns** to improve the overall customer experience. QR codes, as well as AR and VR (augmented and virtual reality), enable customers to more easily access content and purchase online. Product listing pages, delivery and returns information, sizing guides, and product visualisations are typical use cases that add value to the customer journey and aid purchasing decisions.



Use marketing automation and ESP platforms to create events-based campaigns to further engage with customers. For example, you could start with a teaser about the brochure campaign landing and personalised discount code, follow up with reminders about promotion code expiry dates, promote best-selling products or recommend product combinations based on actual purchases, and end with a thank-you note and ask for feedback or product reviews post-purchase.

6. Measure and analyse results

Lastly, it's essential to **measure and analyse results, acting as needed, whilst the campaign is still running** to optimise the success of direct mail campaigns. Engaging with recipients whilst a campaign is live provides additional opportunities to increase conversion, average order value, and ultimately ROI.



You'll want to be tracking key metrics and continually refining your direct mail strategy to improve overall marketing effectiveness. Response rates, conversion, average order values, ROAS, ROI, promo code redemptions, product performance, product page position, and cross-channel attribution are just some of the metrics to analyse. Naturally, the more advanced your analytics capabilities are, the more insightful and actionable your data.

By following these strategies, retailers, and brands can optimise their direct mail campaigns to **engage target audiences, drive better results and deliver a strong ROI.**

FROM INSIGHT TO ACTION

Why choose Datitude for optimising direct mail campaigns

Our **direct mail optimisation and analytics solution** is targeted to perfection for marketers wanting to improve their investment decisions in direct mail **and** have complete control of their campaign performance. It's why smart retailers and brands choose Datitude's solution. If you're serious about direct mail, here's why you should too.

More intelligent campaign planning

- a real-time view of **all** customer and transaction data models to select and target audiences
- propensity to buy insights removes the guesswork from promotions
- better lookalike profiles enable more effective cold data selection
- robust control and A/B test groups to measure incremental uplift and campaign effectiveness.

Fully automated processes for campaign execution

- data **automatically** de-duped, validated and checked for suppression
- mailing files (including cold files, swap selections, control, and A/B test, groups) sent directly to the print house based on the brief
- personalised promotion codes integrated for use in **any** channel.

Cross-channel campaigns easily accommodated

- email campaign files generated to support cohesive communications across DM and email, enable marketing from **all** angles, and cross-channel A/B testing
- store and customer service teams can easily look up promo codes for recipients.

More accurate attribution and ROI

- sophisticated data modeling and superior, **unbiased**, match-back increase confidence in targeting decisions and direct mail performance across **all** channels. Plus, trusted, impartial 3rd-party attribution.



Advanced analytics and actionable insights with no data lags

- visibility of results **as soon as the day after the campaign lands**
- all the insights needed to understand performance pre-configured in Tableau and Datitude's proprietary application
- make changes on the fly and better-informed decisions according to demand (and supply!), **and** keep customers engaged with more personalised communications
- remove guesswork around campaigns by testing different strategies, analysing response rates and uplift in average order values, assessing what works, what doesn't, and how best to optimise order volumes, values and ROI.

Compelling value creation

- availability of results in real-time is **market-leading and game-changing**
- laser focus on individuals with a higher propensity to buy
- correlation between discounts and response rates clearly understood
- spend on unengaged and unsubscribed customers eliminated
- DM programmes easily managed in-house with full control
- automated processes improves efficiency.

ABOUT US

Meticulously designed for omnichannel by retail experts

With omnichannel creating dizzying amounts of data across retail, we understand the need for fast, robust, trusted, and easily accessible data. Established in 2013, Datitude is built on the premise that insight should drive action - and that the best decisions are made when an organisation's data is easily accessible and understood - unrestricted by data silos, legacy IT systems, organisational structures, resources, or skill sets.

Datitude's managed data platform provides a unifying framework to automatically integrate data and analytics; a trusted single source of truth for everything. No silos.

We **connect, integrate, and unify your data** so you can get what you need from it when you need it. Make sense of your data and make the decisions that matter using **THE** single source of truth!



Our **modern, cloud-native technology stack** is built to support **leading-edge data architecture** and **advanced analytics requirements** so your data needs can be met quickly, easily, securely, and cost-efficiently. Now, **and** in the future.

Datitude's co-founders and directors, Sarah Hughes and Gavin Wilkinson, have over 40 years combined experience in technology, data and omnichannel retailing and worked with many of the UK's best-known brands and retailers. There's also a highly talented and respected team of developers, engineers, and data integration experts powering Datitude's data platform and solutions.

We provide a range of managed solutions for ecommerce and retail (including digital and retail systems integration, a retail and customer data platform, and direct mail optimisation and analysis), as well as custom services (think data integration, machine learning, analytics, and reporting).

Who we work with



Whilst we made our name in retail and work with many retailers and DTC brands, **we are data experts** and provide data solutions to a diverse range of businesses (sector, size, B2C, DTC and B2B). A selection is shown here.

The one thing all our clients have in common is ambitious growth plans and knowing better access to their data, along with greater insight into trading and marketing performance and customer behaviour, is a key differentiator to higher performance.

WHAT CLIENTS SAY ABOUT DATITUDE'S DIRECT MAIL SOLUTION

“

We're really excited to have just launched our first campaign utilising Datitude's full DM optimisation and analytics solution. As a young DTC brand more au fait with digital marketing, **Datitude's technology, data, and omnichannel expertise is immensely valuable for optimising DM spend.** Based on initial analysis, we're confident of delivering **improved results** and can't wait for **trusted, impartial attribution** across multiple 3rd-parties.

Jake Newbould, CMO, Piglet in Bed

”

“

Datitude's DM solution has enabled us to be **more agile** and **scale our DM to new heights.** Recent enhancements are **game-changing.** The ability to **analyse complex scenarios to test different theories** and build **the best targeting strategies** for acquisition, reactivation, and retention is **powerful.** The team is **brilliant** too. We have **the best relationship** and see them as an extension of our own.

Maddy Turley, CMO, Mint Velvet

”

“

As a DTC brand with origins in mail order, DM is fundamental. We originally relied on traditional data agencies and it took 4-5 weeks to gain any insights. **With Datitude there are no data lags. Setting up campaigns is quick and easy, flexible** enough to accommodate changes, and requires **minimal input.** They're **the best!**

Lisa Neatham, Head of Marketing, GLTC

”

HOW TO GET IN TOUCH

If you want to harness the power of your data and optimise direct mail campaigns, let's talk!



Email: hello@datitude.co.uk

Call: 020 3003 5000

Web: datitude.co.uk

Follow: [linkedin.com/company/datitude](https://www.linkedin.com/company/datitude)

Watch: [youtube.com/@datitude](https://www.youtube.com/@datitude)

