

Leveraging automated direct mail and email to run profitable cross-channel campaigns



Conversion rates
doubled

Personalisation

Personalised mailings are sent in a highly segmented manner and significantly increase the success rate.



Manuel effort reduced
50 %

Automation

Real-time triggers automatically initiate the sending of personalised mailings and reduce manual effort.



Return on investment
230 %

Cross-channel effects

Cross-channel reactivation through a combination of email and direct mail creates additional sales effects.



optilyz as the best-of-breed tool for European direct mail automation lets us run highly segmented campaigns with minimal setup effort.

Dr. Florian Bonnet,
Global Head of CRM at HelloFresh

The challenge

HelloFresh is the world's leading meal kit company, operating in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland and Canada. The company has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney and Toronto and operates seven fulfillment centers around the globe, employing over 2,000 people. HelloFresh delivered 33.7 million meals in the 3-month period from 1 April 2017 to 30 June 2017 to more than 1.25 million customers and realized an annual turnover of around €900 million. The Financial Times ranked HelloFresh first in their "Europe's Fastest Growing Companies" list, beating all competition with their tremendous revenue growth between 2012 until 2015.

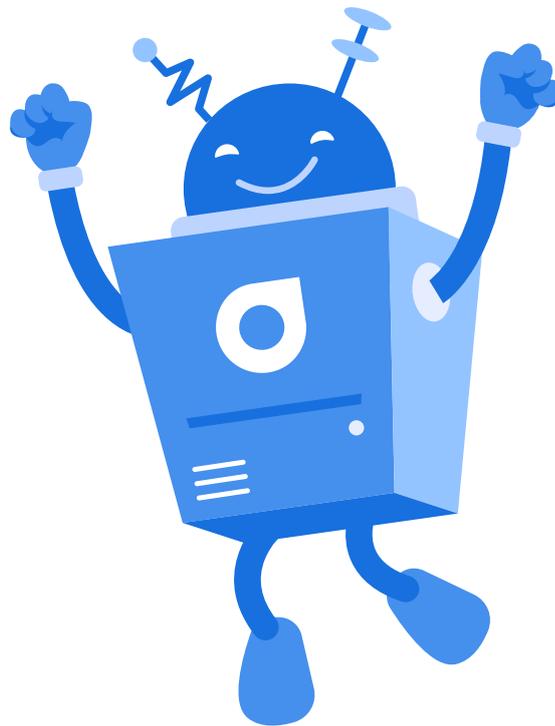
HelloFresh has developed a sophisticated cross-channel approach to reach its customers. Direct mail is one of the success factors of the company's well-balanced marketing mix. Prior to the use of optilyz, direct mail however was not linked to their marketing cloud. This led to an unnecessarily large amount of manual effort being required to coordinate direct mail campaigns with the other existing channels.

The solution

HelloFresh activated optilyz in its marketing cloud. Automated direct mail is now synchronised with other channels to reactivate customers with relevant content at the right time, across various European countries. Additionally, it is now possible to effortlessly determine how email marketing and direct mail complement each other to create highly profitable cross-channel campaigns:

- Personalised direct mail is sent in a more segmented manner
- real-time trigger enable the sending of personalised direct mail automatically
- Cross-channel reactivation includes letters, across Europe

Do you want to maximise the success of your direct mail campaigns?



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