

Direct mail increases app downloads and purchases at OUTFITTERY



Conversion rates

approx. 5%

Across countries

Different customer segments in the DACH region can easily be addressed individually via optilyz.



Uplift in app downloads

47 %

Reactivation and customer retention

High-quality and personalised mailings reactivate inactive and retain loyal customers.



Share of app purchases

22 %

App downloads

Direct mail can significantly increase app downloads and app voucher redemptions.



The postal campaign was the perfect kickoff we needed for our app - Shopping & Mobile Share increased significantly.

Daniel Preuß,
Retention Manager bei OUTFITTERY

The company

OUTFITTERY is Europe's largest personal shopping service for men. As an OUTFITTERY customer, you first complete a short questionnaire on clothing styles, sizes and price preferences. A personal stylist will then compile a selection of clothing, which will be sent home to you for fitting. OUTFITTERY has around 100 fashion brands on offer. The company employs around 450 people. So far about one million men have been dressed. OUTFITTERY is currently active in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg, Sweden, Denmark and France.

The goal

In autumn of 2018, OUTFITTERY achieved a re-enlivenment of the brand - with a new logo, claim and new campaigns. OUTFITTERY's goal was to activate inactive customers and to increase the loyalty of active customers. The campaign included an overview of new services as well as the presentation of new autumn/winter trends. In addition, the campaign was supposed to promote the company's renewed app with the aim of increasing app downloads and generating orders.

The challenge

The target group of the campaign was pieced together of different customer segments and consisted in one part of inactive and active users in the DACH region. The operational challenge was therefore to address a large number of segments with a personalised mailing without great effort as well as to take into account the formal differences between the individual target markets.



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With optilyz, we have found a strategic and operational partner to easily manage our highly segmented, cross-country postal campaign - so we can effortlessly reach the right target groups with the right content at the best possible time.

Daniel Preuß,
Retention Manager bei OUTFITTERY

The solution

with optilyz, OUTFITTERY could easily send individual and segment-specific mailings to different buyer personas in different countries. The customer data was segmented by the marketing cloud and then transferred to optilyz. After successful A/B testings in the past, OUTFITTERY opted for a self-mailer for this campaign. The various designs for each customer segment were uploaded with a click, so that the campaign could be created in just a few minutes.

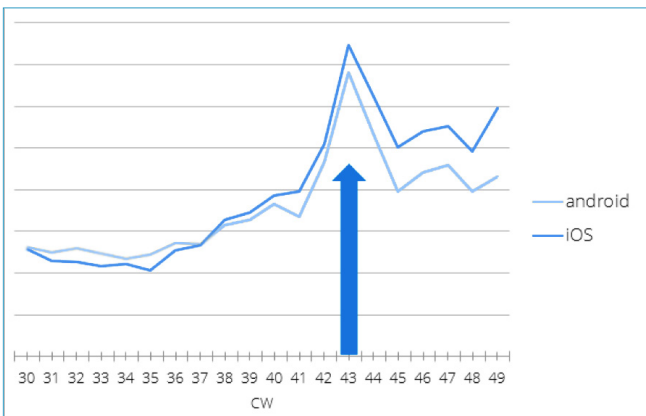
The personalised self-mailer with an appealing design in Din Lang format reached several hundred thousand customers from various segments in the DACH region. the mailing was always handled by the local post with the help of optilyz. in order to increase the delivery rate, OUTFITTERY used the address cleaning option of optilyz.



Complex campaigns created in just a few clicks

The result

The average conversion rate of direct mail across all segments was 4.5% and even reached a conversion rate of 3% for inactive customers. Therefore, the contribution margin 3 (after marketing expenses) was clearlyly positive.



Uplift of app downloads by 47% in the week of delivery

The app downloads benefited from the postal campaign - the self-mailer generated an uplift of the app downloads of 47% in the week of delivery. In addition, 22% of all orders were generated via the app. Due to the strong performance of the direct mail campaign, the app is the second strongest sales channel.

In the long run, the channel mix had a positive impact on customer retention, with the majority of customers converting again in the following months.

- Different customer segments in DACH are easily controlled individually via optilyz.
- High-quality and personalised mailing reactivates inactive and retains loyal customers.
- App downloads as well as app voucher redemption are significantly increased.

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



Get in contact!



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