optilyz

alsa hundewelt

Success through intelligent customer scoring and automated direct mail

Individual address

Identified customer segments can easily be controlled individually via optilyz.

Reactivation

High-quality and personalised mailings reactivate inactive customers.

Easy testing

Continuous testing of visual language and slogans enables constant optimisation.

> *The combination of Gpredictive Scoring for selecting the most worthwhile recipients and the simplicity of sending targeted print mailings with optilyz makes the channel very worthwhile for us.*

Stefan Schoone,
Managing Director alsa-hundewelt

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The company

The alsa-hundewelt GmbH & Co. KG was founded in 1997 as a specialized trade for naturally healthy dog food. The company is located in Ihlow, from where various products for dogs are shipped all over Europe.

The challenge

Good direct marketing is based on various factors. In order to carry this out successfully, the campaign must be based on careful planning, which means that the customers addressed recognise a relevance behind the content sent to them and react accordingly to the impulse. Among other things, alsa-hundewelt uses the postal channel to reach customers. The relevance of the content as well as the operative implementation are important factors for success, because problems and difficulties can also be avoided by a good setup. alsa-hundewelt therefore relies on Gpredictive and optilyz.

The objective

The goals of alsa-hundewelt are the reactivation of inactive customers and the second order incentive of first-time buyers (also "second-order push"). In addition to the identification of suitable customers, a fast utilization of the data is very important for the creation of a campaign. The company expects an increased ROI ("Return on Investment") due to an efficient procedure.

- Artificial intelligence is used to identify viable customers

- Direct mail may reactivate the most valuable recipients or encourage them to make a second purchase

- alsa-hundewelt expects an increased ROI through the interaction of Gpredictive & optilyz

The solution: Interaction of optilyz & Gpredictive

Gpredictive takes over the identification of suitable customers using various scoring methods all relevant recipients can be transferred directly to optilyz and easily assigned to

different campaigns with the help of the software. Afterwards the address data as well as the various individualization fields (such as voucher codes, salutation, etc.) have been entered. optilyz takes over the printing and dispatch of the personalized mailings. This automated process not only makes it easy and cost-efficient to create campaigns, but also enables live processing with an up-to-date database.
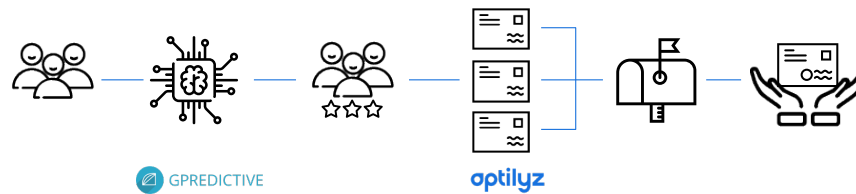
For alsa-hundewelt this means: Gpredictive continuously identifies the customers who meet the campaign goals. The persons determined are checked by alsa-hundewelt for advertising bans and uploaded to optilyz in the next step. When creating the segment in optilyz, postage thresholds (shipping volumes) are taken into account in order to optimize the campaign in terms of costs. As soon as the address data is transferred, optilyz starts processing and checks all address data for deliverability. Afterwards, the design is checked for printability and is then printed and finally sent by mail.

By combining optilyz and Gpredictive, all potentials can be tapped to address the relevant customers with the right content at the right time.

Particularly in the area of second-order push, the data shows that the second purchase follows the first much faster than previously assumed. Through the efficient procedure with Gpredictive and optilyz, alsa-hundewelt achieves an increased ROI.
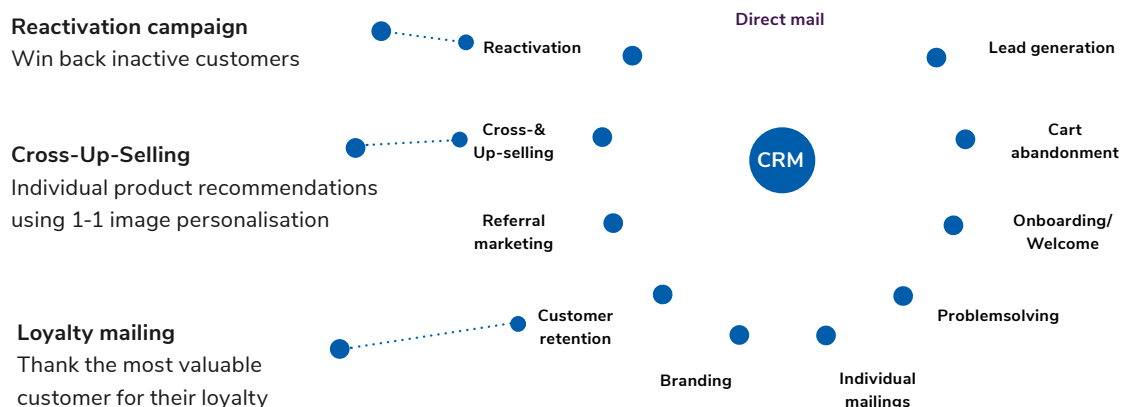
optilyz

The results

The smooth running during the tests was convincing. In 2019, the developed system will be further developed and refined: alsa-hundewelt customers will be regularly checked by Gpredictive for the targets reactivation and second-order push and continuously transferred to optilyz. In doing so, alsa-hundewelt tests different images and addresses for the different segments in order to constantly optimise success. The automation ensures that deadlines are kept as short as possible and any impulses for a potential second purchase are not made too late. In addition, customers are now regularly and specifically reactivated, so that the full potential of the reactivation process is exploited.

- Identified customer segments are easily individually controlled via optilyz

- High-quality and personalized mail reactivates inactive customers

- Continuous testing of imagery and slogans for constant optimization

The outlook

In the future, alsa-hundewelt customers will be divided into even finer segments by Gpredictive in order to send out direct mail with relevant content at the optimal time via optilyz. The focus will be on those customers who are most likely to take out a subscription in the future. For cross-selling and up-selling campaigns, purchase probabilities for the so-called Next Best Offer are also determined for each customer so that customers receive their best individual and personalized offer. optilyz carries out a 1:1 image personalization so that the corresponding product recommendations are printed directly on the mailing. Furthermore, the channel control and the frequencies of the measures are coordinated, harmonized and optimized.

Reactivation campaign
Win back inactive customers

Reactivation

Direct mail

Lead generation

Cross-Up-Selling
Individual product recommendations using 1-1 image personalisation

Cross-& Up-selling

Cart abandonment

CRM

Referral marketing

Onboarding/ Welcome

Problemsolving

Loyalty mailing
Thank the most valuable customer for their loyalty

Customer retention

**Branding**

Individual mailings

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optilyz is Europe's leading software for physical mailings. Letters, postcards & Co. can be easily personalized (up to 1:1 image personalization), segmented as well as printed and sent throughout Europe. The most innovative e-commerce companies, large stationary chains and many more rely on optilyz to integrate physical mailings into their cross-channel marketing, to automate and control the channel in a more personalized way.

GPREDICTIVE

Gpredictive is a software that enables every marketer to quickly and reliably calculate the future customer lifetime value in order to use the marketing budget more effectively. Customers such as Westfalia Werkzeugtechnik, Versandhaus Walz, Eurotops, Atelier Goldener Schnitt, 3Pagen and many other retail companies use Gpredictive successfully.

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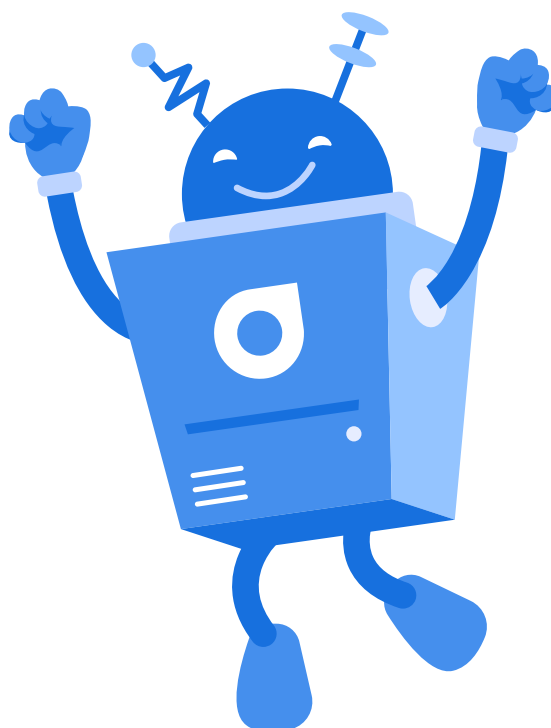
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