

# Personalised mailings are successfully used for event announcements and reactivations



Ø Baskets  
**≥500€**

### Personalisation

Personalised mailings can reactivate inactive customers very efficiently and profitably.



Efficiency

### Optimisation

Analytics are used for continuous campaign optimisation.



Cost-turnover ratio  
**3%**

### Cross-channel effects

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



Thanks to optilyz, we were able to efficiently integrate direct mail into our marketing mix and achieve incremental revenue.

**Christine Detzkeit,**  
Head of Online Sales at AmbienteDirect

## The challenge

AmbienteDirect is Germany's leading online shop in the design segment with a multi-channel concept. The wide range of goods extends from furniture, lighting and accessories to outdoor, textiles and technical articles. At its Munich location, the company has a 3,000 sqm store in the city centre, where customers can shop directly on site. Thanks to fair sales prices, careful logistics processes and reliable customer service, the company now sells its design products in over 90 countries worldwide. In the current "Handelsblatt" ranking, AmbienteDirect once again received the award "Germany's Best Online Retailer" and was ranked first in the sector comparison for design furniture.

Invitations to local events in Munich and the reactivation of top customers were managed by AmbienteDirect solely via e-mail marketing. Physical mailings have not been an integral part of the company's marketing mix up to now, as manual implementation without an intelligent tool was too costly and measuring success was difficult.

## The solution

Thanks to optilyz, postal mailings are now an efficient addition to the AmbienteDirect marketing mix. The company can book new mailing campaigns effortlessly in just a few minutes. Personalised mailings are successfully used for event announcements and for reactivation. The number of visitors to local events has thus been significantly increased. Inactive customers can also be reactivated very efficiently and profitably:

- Personalised mailings are sent to specific target groups
- Cross-channel campaigns are carried out without effort
- Analytics are used for continuous campaign optimisation

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



## Get in touch!



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