

Retailer shows **33% PROFIT** from ProfitPoint direct mail campaign with card.

PROFILE

The client is a high-end, multi-location clothing store. Target clientele is women ranging between 20-35 years of age. Average ticket item is \$300.00. Products vary from clothing, shoes to accessories and handbags. Brand focuses on high-designer fashion, trends and the latest "must-haves".

CHALLENGE

The client wanted to increase sales during and post holiday season into the New Year holiday. Due to the slowing economy, the client wanted a way to incentive their customers to shop while also reaching out to new clientele to help boost sales.



SOLUTION

The client ran a Card Fulfillment Campaign to a targeted mailing list containing current, past and brand new consumers matching their particular ideal demographics. The campaign consisted of a mailing of 15,000 pieces all containing a Gift Card worth \$50.00 off. The theme was centered around a "No Strings Attached" approach, meaning there was no minimum purchase requirements, no exclusions on any labels; a pure gift card to incent customers to come in a buy.

RESULTS

The client showed a **33% Redemption** to this program. An average of 5,000 people redeemed their gift cards on an average of a \$300.00 purchase. The customers that redeemed their gift cards spend, on average, **40%** over the value of the gift card bring a total profit of \$125,000.00. The cost for the campaign was \$21,500.00 including postage. Taking out the cost of the program from their total profit, leaves the campaign producing **\$103,500.00 of revenue** for our client.

To learn more about Card Fulfillment and Direct Marketing Solutions, call and speak directly with our Marketing Specialist at **1-888-541-6789 x101** or visit us on the web at www.rewardforloyalty.com/fulfillment. You can email a request for a complimentary consultation to aducasse@profitpointinc.com

