

## CASE STUDY

# Re-engagement Postcard Nets 60% Lift In Revenue Per Customer

**RESULTS:**

Measuring against a holdout group, customers who received the direct mail had a 35% lift in orders and a 60% lift in revenue per customer. There was no impact to churn throughout the entirety of the campaign. Over the 5-6 week redemption period, 8.9% of the postcards sent were redeemed by NatureBox customers.

**ABOUT NATUREBOX:**

NatureBox is the leading multi-channel consumer packaged goods (CPG) brand selling better-for-you snacks and food products.

**CHALLENGE:**

Up against the reality of increasingly crowded email inboxes, NatureBox needed to re-engage a large portion of its customer base and increase repeat order rates.

**SOLUTION:**

NatureBox decided to test one of its strongest re-engagement campaigns by sending direct mail win-back offers.

**WHY INKIT:**

**Speed-to-market:** Working with traditional direct mail vendors requires months of lead time. Inkit gets postcards in consumers' mailboxes in days.

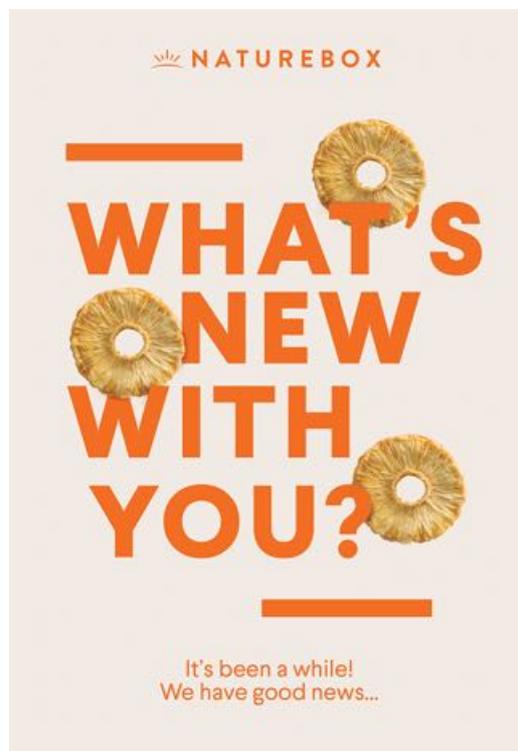
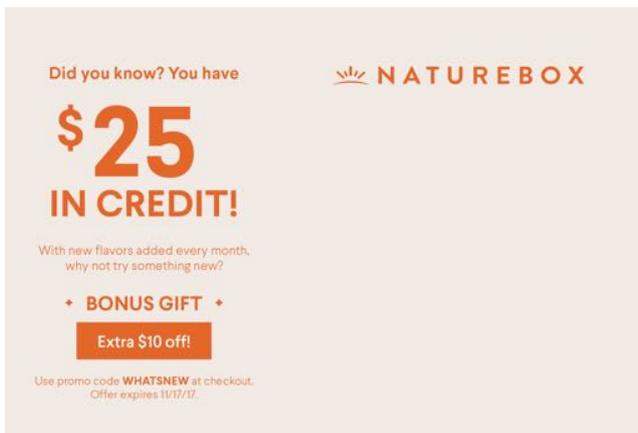
**Direct mail automation:** While not in place at the time of NatureBox's first campaign, Inkit's integrations allow NatureBox to automate direct mail based on event triggers in its CRM.

## THE BACKSTORY: WHY NATUREBOX CHOSE INKIT

Many e-commerce consumers suffer from digital fatigue and email overload. Declining open and click-through rates are a challenge for the entire e-commerce industry. So, when NatureBox sought to increase repeat order rates from its entire customer base, the company couldn't rely on email alone to drive orders. A large portion of these customers disengaged from email marketing. They just weren't opening NatureBox's emails. Many customers unsubscribed.

NatureBox Director of Retention Carly Coleman knew that direct mail generates higher response rates than email on the whole. She was disappointed, however, by direct mail campaigns the company ran in the past. "Our company tested direct mail primarily as an acquisition channel. We used more traditional direct mail campaigns, which had very long lead times," Coleman explained. "In order to target our customer base, we needed a program with shorter lead times to keep our messaging and targeting relevant and to iterate quickly."

Inkit modernized direct mail with this exact purpose in mind. Using Inkit's plug-and-play dashboard, growth marketers can send targeted mailers straight to consumers from their CRM or by uploading a list to the platform.



## THE CHALLENGE OF THE TRADITIONAL DIRECT MAIL MODEL

Traditional direct mail providers take months to get your campaign from the printers to customers' mailboxes. It has been almost impossible to send timely, personalized direct mail based on event triggers.

Inkit's direct mail software was created to change all of this, allowing businesses to send and automate postcards as easily—and nearly as quickly—as email.

"Inkit actually reached out to us in a cold contact at a time when we were considering direct mail. We were exploring what a traditional direct mail campaign would look like, and Inkit's speed-to-market was an attractive benefit," Coleman said. "While the cost was higher than alternatives, knowing we could get postcards in homes in days instead of months was a game changer for our testing speed. We could test the program, get results, and if effective, scale up in the time that we could run a single campaign in the traditional fashion."

## THE TEST: TRANSLATING AN EMAIL PROMOTION TO DIRECT MAIL

When NatureBox decided to move forward with Inkit for its re-engagement test campaign, speed-to-market remained a priority for everyone involved. NatureBox launched the test campaign with the goal of getting it out the door quickly and making back its ad spend.

Coleman explained: "Once we decided to pursue the test, Inkit moved very quickly to get us up and running—they helped us turn around address scrubbing as quickly as we could get creative live (a few business days) and we launched postcards within a week."

For the initial test campaign, NatureBox used a concept that performed well in email and translated it to direct mail. The promotion targeted disengaged customers who had store credit, offering them a bonus to redeem it.

The company's head of design and a graphic designer created a visually compelling postcard design. The front was a bold typographic visual that said "What's new with you?" to emphasize product newness. The reverse side highlighted the customer's specific store credit amount and the bonus offer.

## TEST RESULTS ARE IN: DIRECT MAIL WINS BIG

Measuring results against a holdout group, customers receiving the direct mail had a 35% lift in orders per customer and nearly a 60% lift in net revenue per customer. Over a five to six week redemption period, the campaign netted approximately an 8.9% redemption rate, and a negligible impact to churn.

NatureBox was pleased not only with the results of the test campaign, but also with the overall partnership with Inkit. Coleman explained, "Inkit was quick to ask for feedback and respond with features. Michael McCarthy [CEO, Inkit] is incredibly responsive, takes personal ownership for the success of our marketing projects, and views himself as a true partner in our marketing efforts."

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"They had either unsubscribed from our email messages, or just didn't open them. We needed to find new ways to reach these customers."

Carly Coleman, NatureBox Director of Retention

## DIRECT MAIL AUTOMATION: WHAT'S NEXT FOR NATUREBOX?

After the success of its initial test campaign, NatureBox is looking forward to running more personalized, targeted direct mail campaigns with Inkit. The company is excited about Inkit's upcoming integrations.

"We send direct mail 'blasts' right now, but anticipate both time savings and increased effectiveness from launching direct mail 'triggers' in our CRM," Coleman explained. "Inkit as a channel has worked for us. The ability to send direct mail—in batches large or small—with a fast turnaround has allowed us to be targeted in our messaging and responsive to our business needs in a way that produces results."