

Mailbird shows Swoon how mail drives conversion using JICMAIL

Client: Swoon
Agencies: Mailbird



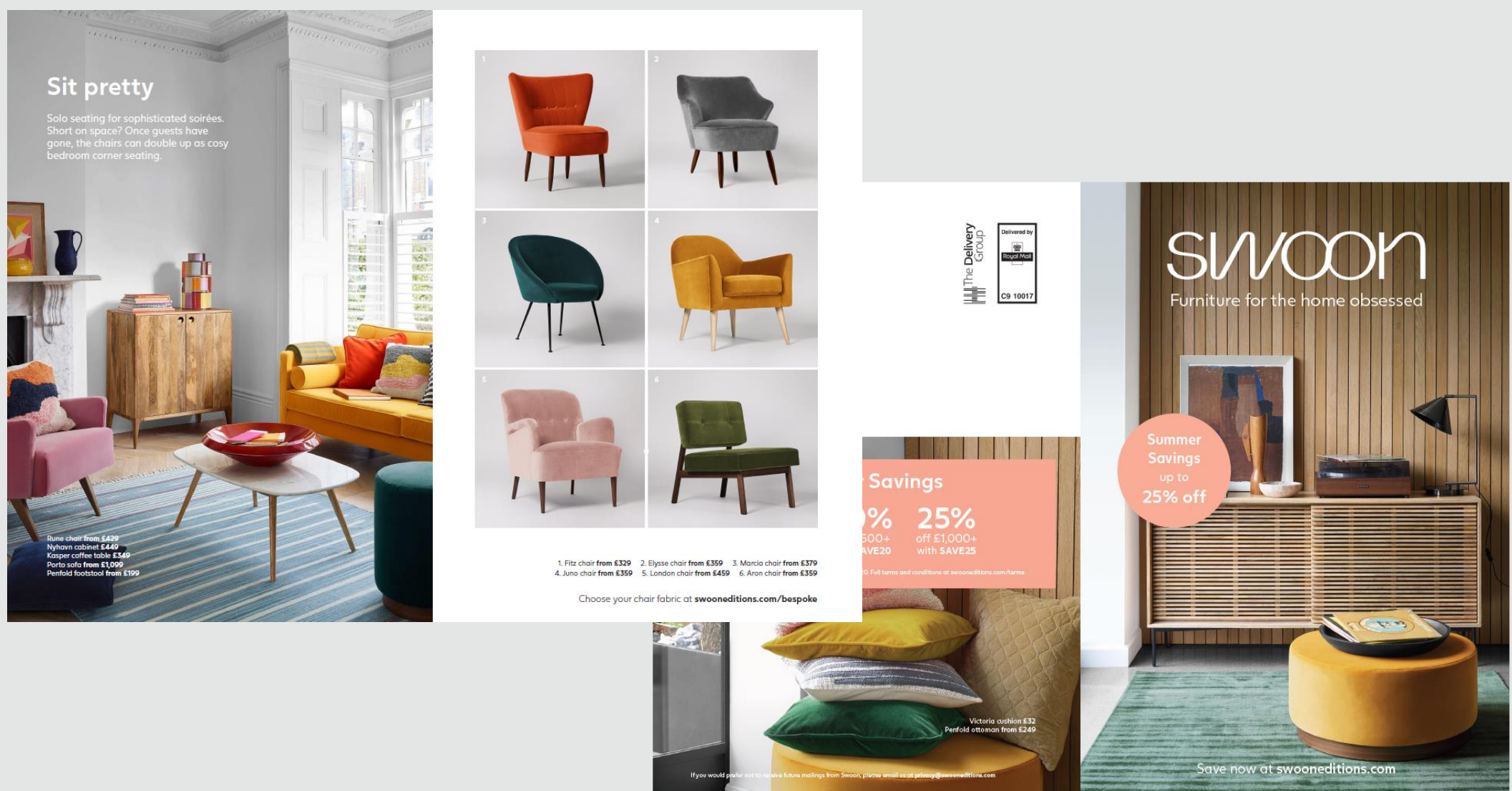
SWOON

The Challenge

Swoon are a design-led furniture brand providing a wide range of household items, primarily through their ecommerce website. As an online retailer, they have relied heavily on digital marketing to drive new business and attract customers to their website. However, with their digital acquisition costs on the rise and a knock-on negative impact seen on their marketing return on investment, Swoon made the decision to undergo a strategic review of the channels employed to reverse these trends and drive profitable customer growth.

Prior to the review, Swoon were not heavy users of the mail channel. However, with mail presenting an almost unrivalled opportunity to offer highly targeted messaging and rich tactile marketing experiences through catalogues (a traditional, yet vital medium in the furniture category), Swoon were willing to review their position providing that the evidence for mail effectiveness was compelling enough to warrant investment.

Mailbird, Swoon's mailing partner, worked with JICMAIL to provide credible gold-standard planning metrics to provide a data-driven approach to demonstrating the benefits of the mail channel.

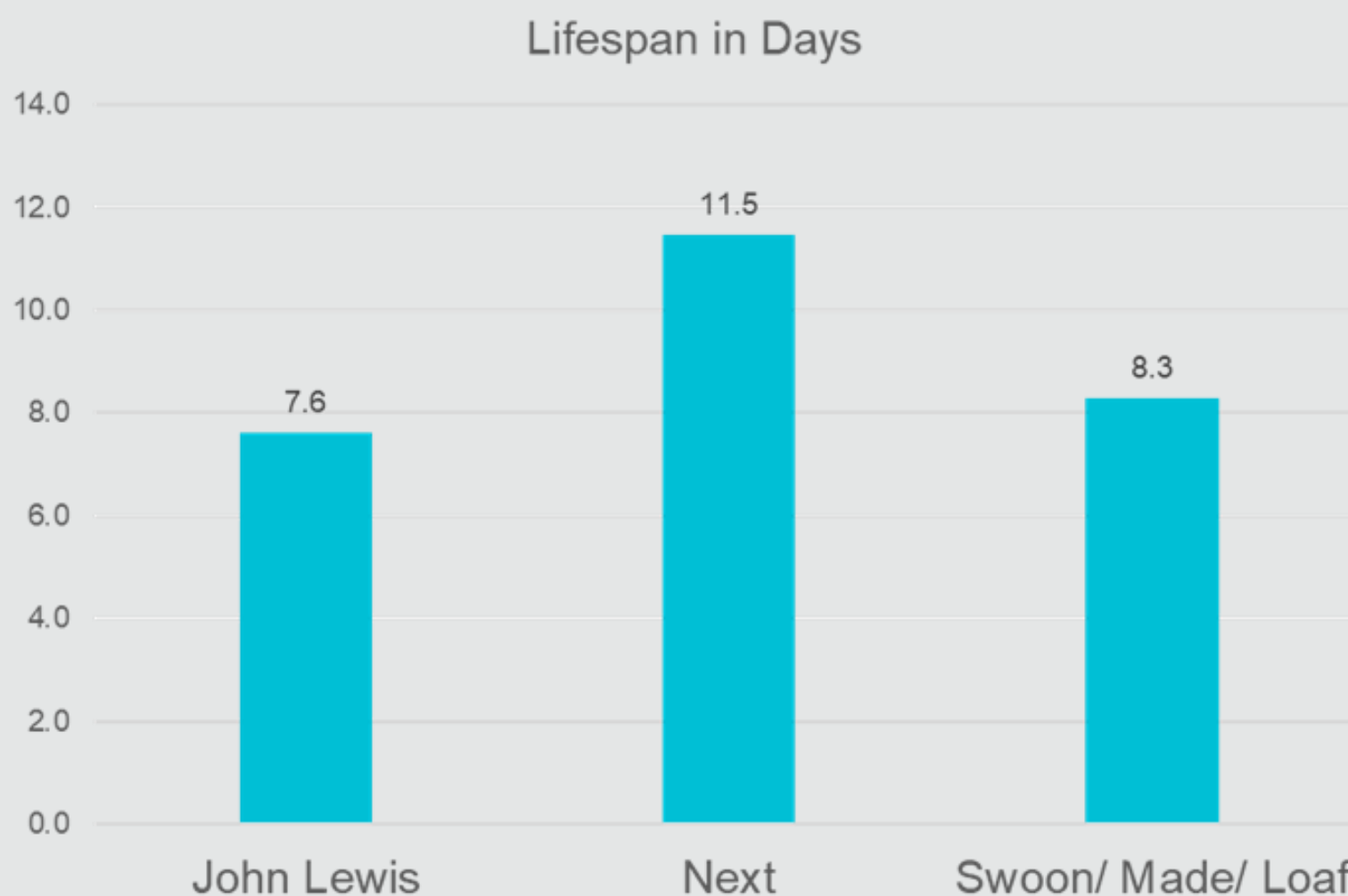


The Approach

Mailbird put together a comprehensive mailing proposal for Swoon that included bespoke JICMAIL data analysis based on their sector and a small set of competitor data including Made and Loaf – to demonstrate the role mail plays for similar brands. The data demonstrated that:

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- Mail captures the attention: By analysing lifespan data JICMAIL can demonstrate that a typical Swoon/Made/Loaf mail item will stay in the home 8.3 days on average (see chart below). In a world where digital ad attention is measured in seconds, the power of mail's longevity in the home cannot be understated.
- Mail is an interactive channel: By analysing the frequency of interaction with mail, JICMAIL can demonstrate that the average Swoon/Made/Load mail item generates three exposures a month, contributing to brand planning KPIs.
- Mail drives response across the stages of the journey: Connecting readers to their online journey to Swoon. Analysis of the competitor set demonstrated that 15% have prompted website visits and 3% are used to plan a large purchase. JICMAIL reveals the hidden effects.



Source: JICMAIL Mail Item Database Q2 2017 to Q4 2019. N= John Lewis 309, Next 138, Swoon/Loaf/Made 61

The Outcome

The campaign delivered outstanding results with an ROI payback of over 22 times. For the 7 weeks after the brochure landing with 25,000 households Swoon received 472 orders with an average order value of £645 and total revenue £304,400. Interestingly, those who redeemed the offer code spent on average £1,012. Overall conversion was 1.9% on a marketing spend of £13,600.

The key client contact at Swoon responded positively to the data-driven approach used to demonstrate mail's value. It was considered a real benefit that the data was derived from an objective, independent and trusted industry source like JICMAIL. The JICMAIL data built confidence in the mail channel by providing base planning data that captures the exposure of the mail channel through key frequency and lifespan and commercial action metrics.

Swoon is now working with Mailbird on their new acquisition campaign which includes mail informed by the essential audience and mail data of JICMAIL.