

Using JICMAIL to engage new customers using Door Drops for Abel & Cole

Client: Abel & Cole

Partner: Whistl

whistl



The Challenge

Abel & Cole are a sustainable online grocery brand that deliver organic, sustainable, or wild products such as Fruit & Veg, Meat & Fish, Pantry and Cupboard staples. All products are chosen for their quality and sustainability credentials.

Abel & Cole wanted to develop brand awareness and consideration, with a focus on increased customer acquisition through highly targeted and successful Door Drop media campaigns. The objective for the Abel & Cole Door Drop campaign was focused on harnessing the power of existing Abel & Cole communities to engage new customers.



The Approach

Working with Whistl's insights and expertise, a hyper-targeted campaign was created to have a positive impact across the marketing funnel.

Abel & Cole already had control creatives in Inserts (A5 postcard) and Direct Mail (A4 letter and Envelope pack), and using Whistl's advice, and the JICMAIL Item database, Abel & Cole decided to test BOTH creative formats to see which was the most responsive AND gave the best ROI.

The envelope format was 3 times the cost of the insert format, therefore it was important to run an A/B split test to understand which was more profitable. Response rates were tracked through offer codes, which gives a linear viewpoint, where a recipient has 100% followed the customer journey dictated. QR code scans and sales uplifts analysis was undertaken to understand the halo effect, which is hugely important to track those who may have not followed the journey directly, to understand overall performance. Abel & Cole identify uplifts of c30%, meaning a 30% improvement to coded/linear response.

The letter and envelope creative version WON, in terms of response rate and despite the higher cost per unit, had a cheaper CPA and better ROI. Therefore, the envelope has been the creative format utilised in Door Drop media.

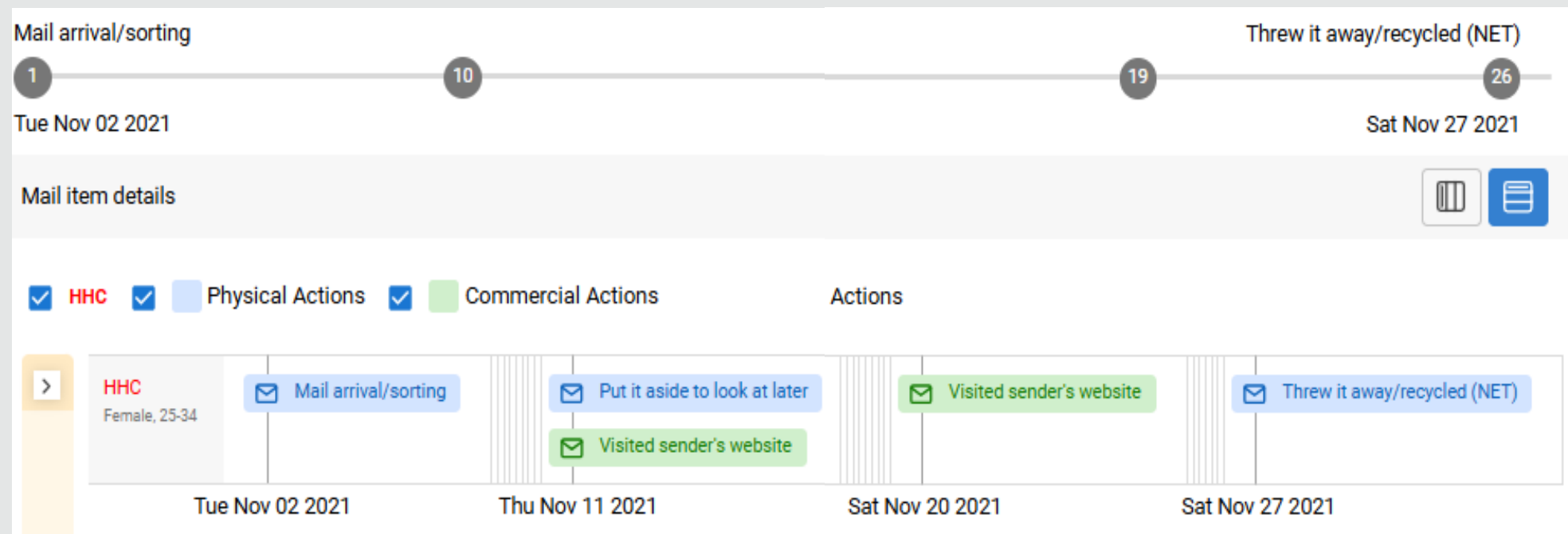
Abel & Cole also integrate Door Drop media IF above the line (ABTL) activity is running, specifically Radio, as this allows further uplifts to be observed.

Abel & Cole use JICMAIL insights to aid results, JICMAIL insights highlighted that for every 1 household the Abel & Cole Door Drop is delivered to, more than 1 person in the household will see and interact with the Door Drop....in fact that household would interact with the creative 3.7 times.

Abel & Cole are also able to showcase from the item database the actual customer journey.

JIC
MAIL

Mail Media Metrics



In this example for Abel & Cole, the Door Drop was received on the 2nd November and stayed in the home until the recipient visited Abel & Coles' website on the 11th November, in fact it had a frequency of 3, with 2 commercial actions with the website being visited AGAIN on the 20th November. Impressively the Door Drop was not recycled until the 27th November, meaning that the creative/brand remained in the home for 25 days.

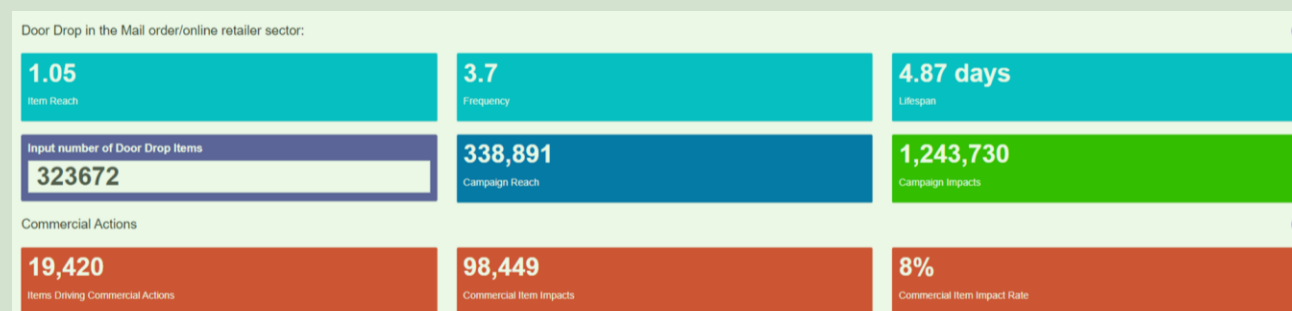
The actual sales response curve for the Door Drop was even better, when analysing the total response for Abel & Cole, the campaign was still acquiring new customers 10 weeks after the initial Door Drop, reaffirming the JICMAIL insights that Door Drops stay in the home for a long period of time.

The Outcome

JICMAIL insights also enable Abel & Cole to forecast the impact campaigns have in terms of reach and the engagement. The insights demonstrate the impact Door Drop media can have in terms of capturing the attention of the target audience, which helps meet the objective of growing brand awareness and consideration.

323,672 households were sent the Abel & Cole Door Drop envelope creative and for every '1' household the Abel & Cole Door Drop was delivered to...

- the piece of **mail was interacted with 3.7 times (JICMAIL)**
- the creative was forecasted to stay **in the home for an average of 4.87 days (JICMAIL)**
- the campaign was still **acquiring new customers 10 weeks after** the initial Door Drop
- **1,243,730** campaign impacts



Most recently, Abel & Cole have utilised Herdify's community insights modelling and hotspots to reinforce brand recognition in geographical areas where Abel & Cole is already being discussed and recommended. The Herdify data seamlessly complements existing Door Drop models.

Herdify data was included to see if using community scoring could boost the campaigns further. To compare the performance of Door Drop with native targeting, vs the inclusion of community targeting, a small test was created using three test groups:

1. Community Only: Where Herdify community data scores were unique
2. Both: Where both traditional Door Drop targeting & Herdify data overlapped
3. Door Drop Only: And where Door Drop only scoring was unique

- The average response rates in areas detected Abel & Cole communities was 120% higher than in areas with no communities.
- The QR code generated 538 scans.
- The customer acquisition target was exceeded by 74%