



Retail Industry Case Study

Online Re-commerce Store Used Direct Mail to Increase Customer Loyalty

Introduction

Established in 2009, thredUP.com is a re-commerce business, where customers can buy and sell like-new clothing for women and children. The online company wanted to further engage and attract a loyal customer base. They chose a direct mail marketing campaign to re-engage existing customers during an off peak season. thredUP.com noted an increase in responses and has added direct mail to its marketing mix.

The Challenge

thredUP.com sought to re-engage their customers during off-peak seasons and increase customers life-time loyalty.

The Strategy

The company engaged in a direct mail marketing campaign that featured recognizable brands at reduced prices, offered a discount for all orders, and a pass-along discount for a friend. The first mail campaign was targeted toward existing customers and segmented by regency, frequency, and monetary value. The mailpiece consisted of an eight-page, roll-fold color booklet, with a circulation of about 450 mailpieces per drop.

The Results

thredUP.com noted a positive return on investment from this marketing campaign. The discount code on the cards captured over 90% of respondents. Re-engagement response was approximately 10% and the average order for existing customers was \$70.



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