

Busy Bee Tools

Campaign using the GeoPost™ Plus and Unaddressed Admail™ services helps national retailer secure new customers

Success Stories



“Thanks to Canada Post, our direct-mail acquisition campaigns now perform better than ever before. The response rate for some of the stores that used GeoPost targeting in this campaign was twice the usual response rate.”

Hanif Balolia
Vice-president, Marketing
Busy Bee Tools



Background

Busy Bee Tools is a national retailer specializing in woodworking and metalworking tools. As well as having 11 stores across Canada, the company conducts a great deal of business online and through catalogue sales.

CLIENT: Busy Bee Tools

SECTOR: Retail sales

GOAL: Attract new customers, boost sales

SOLUTION: The Unaddressed Admail™ and GeoPost™ Plus services from Canada Post

of the customer database. Copies of a new catalogue were then sent to both groups—more than 500,000 in all—and the results were monitored closely.



Results

The campaign clearly demonstrated the value of targeting. Within a week of the first mailing, Busy Bee noted significant increases in both online and in-store sales. Although the GeoPost Plus tool outperformed Busy Bee's technique, both targeting methods proved successful. Customer traffic increased at all stores; however, the response rate for some of the stores that used GeoPost targeting was twice the usual response rate. Given the results, Busy Bee Tools plans to incorporate the GeoPost Plus service into future campaigns.

“As a company that relies heavily on repeat business, we're certainly keen to attract new customers,” says Hanif Balolia, vice-president of marketing for Busy Bee Tools.



Marketing strategy and challenge

To reach out to new clients, Busy Bee regularly conducts direct-mail campaigns using the Unaddressed Admail service from Canada Post. These campaigns, however, have generated inconsistent results. Busy Bee is a relatively sophisticated marketer that gathers and analyzes information about its regular customers in a database and was keen to use this data to find new customers.



Canada Post solution

To demonstrate the advantages of the GeoPost Plus targeting tool from Canada Post, Busy Bee agreed to partner on a test campaign. The campaign relied on GeoPost Plus to find Postal CodesSM sharing attributes—such as household income and ages of residents—with Busy Bee's best customers. For each of five Busy Bee outlets, Canada Post identified Postal Codes located nearby that were most strongly associated with the attributes of its best customers. For another five outlets, Busy Bee developed Postal Code lists based on its own analysis

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For more information about the Unaddressed Admail service and the GeoPost Plus targeting tool, please visit canadapost.ca.



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