

Canadian Down & Feather Company

Giving customers time to sleep on it pays off.



Website visitors were browsing, then leaving without making a purchase. Direct mail got them back online to finish the sale.

Background

Canadian Down & Feather Company (CDFC) manufactures down, feather and alternative bedding products. On its website, the established brand offers duvets, pillows and mattress toppers at luxury and every day price points.

No shortage of people visit the site, but not everyone was ready to checkout. Some customers were leaving before creating a basket, let alone making a purchase. The company was looking for a new way to re-engage customers and encourage them to come back and buy.

CDFC used the data they had from shoppers who had abandoned their carts and launched a marketing campaign to see if that could drive sales. The campaign proved direct mail can convert browsers into customers.

The test

For three months, all visitors to CDFC's website were greeted by a pop-up window asking them to share their location information. If they clicked no, they could keep browsing the site, but weren't part of the test campaign.

For browsers who agreed, their addresses were collected from any single-unit dwelling – a house or townhouse. The test focused on browsers from Ontario, Quebec, Alberta and BC.

At the end of every business day, addresses were collected of browsers who explored the site but left without making a purchase. As those browsers explored the site, products they were interested in triggered an exclusive offer for that item sent to them via direct mail.

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Case study

The results

The campaign generated revenue of more than \$11,000 for CDFC, but the results stood out for other reasons.

The respondents were high-value shoppers: the average revenue per order was more than \$450 or 65% higher than CDFC's other digital-only marketing streams like AdWords, MailChimp and Facebook.

Finally, the creative itself was a powerful motivator. 56% per cent of respondents purchased the items shown on the Canada Post Personalized Mail™ direct mail piece, proving DM can influence shopping choices.

"We didn't anticipate how much the campaign creative would influence the purchase decision," says Heather Walker, director of operations at CDFC. "While we offered customers a site-wide discount, we found that they most often purchased the product pictured on the mailer, even if they hadn't necessarily been browsing that product to begin with. This finding will certainly inform the way we design our creative in future campaigns."

Another surprise finding? Even people who weren't in the target group made purchases. That means people who received the direct mail at home shared that promotion with others. In other words, direct mail gets passed around.

"The entry into direct mail was daunting for us initially, as a digital-first company," says Walker. "But after this test, we can proceed much more confidently, and we are integrating direct mail marketing into our overall strategy for the future."

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Director of Operations, CDFC



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