

# EVERYBODY'S CUP OF TEA

Changing the channel stirs emotions and increases redemption rates.

Tea – considered the world's most popular drink after water itself – is an evocative beverage. A few sips seem to slow down time and summon comforting memories of past conversations.

From its modest beginnings with one store in 2008, DAVIDsTEA has offered great selection, quality products and unparalleled customer service. Throughout its first decade in business, DAVIDsTEA spent almost all of its advertising budget on digital marketing. When it turned to Canada Post to help with a direct mail campaign, its initial success encouraged another, which resulted in a redemption rate of 40 per cent.

Fast forward to the 2019 holiday season when DAVIDsTEA combined its own data with Canada Post targeting to send samples to lapsed customers who had not made a purchase in the last 275 days [a long time to go without great tea!]

DAVIDsTEA mailed 20,000 tea samples to customers, as well as a coupon for 20 per cent off their next purchase. The campaign elicited more than 3,200 redemptions.

For DAVIDsTEA, reallocating budget to combine data with direct mail steeped consumers in the product and encouraged conversion. With a steaming cup of tea in hand, they could taste the difference, and that beats simply telling them about it.



COMPANY: DAVIDsTEA | PRODUCT: Tea | COUNTRY: Canada

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