

Best Practices in Digital Print

FIFTH EDITION CASE STUDY



the Digital Printing Initiative

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Project: Crabtree & Evelyn Treat Yourself Promotion Increased Sales

Vertical Market: Retail Industry

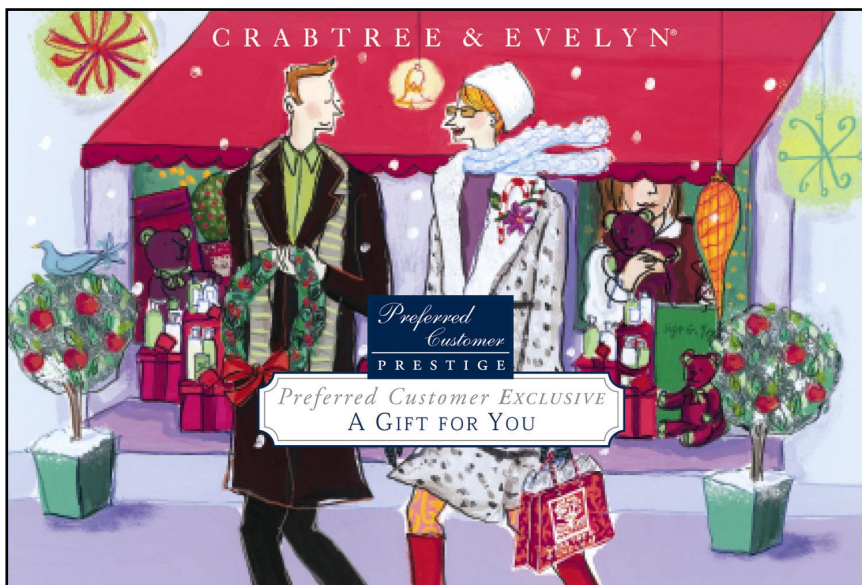
Business Application: Direct Marketing/Traffic Generation/Loyalty

Program objectives:

- Increase year-end holiday sales

Significant results reported by user:

- 16 percent response rate
- 12% redemption rate
- Increased sales of \$10 above the average transaction



VERTICAL	Retail Industry
BUSINESS APPLICATION	Direct Marketing/Traffic Generation/Loyalty
CLIENT	Crabtree & Evelyn http://www.crabtree-evelyn.com Crabtree & Evelyn is renowned around the world for beautiful gifts and everyday luxuries that capture the essence of English style.
PRINT PROVIDER	Spire http://www.spire.net Spire provides design, pre-press, commercial print, digital print, and fulfillment services.
HARDWARE	Heidelberg Quickmaster, Digimaster
SOFTWARE	Pageflex Mpower and custom programming developed by Spire for layout and variable data, Heidelberg Digipress, and NCOA mailing software
FINISHING	Die-cut cards with discount card tipped onto offer piece, folded, and then inserted into personalized envelopes.
TARGET AUDIENCE	Selected existing and self-qualified potential customers in the United States
DISTRIBUTION	200,000 one time each year
DATE	November 2003 and November 2004
DESCRIPTION	<p>The Treat Yourself Crabtree & Evelyn holiday promotion offered recipients a \$10 discount off a pre-holiday purchase.</p> <p>To prepare for the mailing, Crabtree & Evelyn provided their customer list and the customers' unique number to Spire. Spire used custom programming and demographic data to produce a subset list of upscale consumers who would receive the mailings. This process also eliminated customers whose Crabtree & Evelyn spending did not meet a certain criteria. Spire then ran the list through NCOA, a mailing software that validates addresses for each piece.</p> <p>The resulting list was broken into two groups: preferred customers and prestige customers. The prestige distinction refers to customers with a higher purchase record. The promotional and disclaimer copy on the piece differed for the two groups, but resulted in a similar response rate.</p> <p>All three pieces were offset printed on Heidelberg six-color Quickmaster press and then passed through the Heidelberg Digimaster for personalization, which included a matching code and recipient's name.</p> <p>The small, credit card size personalized cards were trimmed, die-cut with rounded corners, scored, folded, and tipped onto the primary greeting card sized offer piece. The customer's address was inkjet printed on the mailing envelope and the promotional piece with attached card was matched to the appropriate envelope based on the customer number.</p> <p>Since there were preferred and prestige customer pieces, and more than one element contained customer-specific imprint data, it was essential that the correct components be</p>

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	<p>matched for mailing. Spire used software, in part, to manage matching components. The software determined the proper sequential printing of the imprint data on 16-up sheets, so once cut and stacked they were in proper order for insertion in the envelopes.</p> <p>The software determined the proper record order necessary to sequentially imprint the variable data on 16-up sheets so that when the promotional cards were cut and stacked they would be in the correct order to match the addressed envelopes in presorted ZIP code order.</p> <p>The software also ensured precise text placement on the pre-printed cards and handled the creation and printing of the customer number barcodes.</p> <p>When customers brought the promotion card into Crabtree & Evelyn stores, the clerks scanned the bar code at the cash register. The captured sales data was used to augment Crabtree & Evelyn's existing knowledge base of customer purchase information.</p> <p>The November 2004 promotion was done without a card but otherwise was a very similar campaign. The company is considering a number of programs, including some Web-enabled solutions that involve printing. Future plans include expanding into on-line direct mail programs with real time tracking to validate response rates.</p> <p>Tracking response rates over past the past four years has been the selling point. "If I mail to 300 people, I can track who responds back and reinforce those customers. Spending more on loyal customers yields the best response rate. Personalization to these customers vastly increases revenue," says Beth Caviston, Spire's account executive for Crabtree & Evelyn. "It costs more to acquire customers than to groom existing customers--and that's why treating them well makes sense."</p>
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