

CASE STUDY: DIGITALLY RESPONSIVE MAIL

Smoothly shifting between online data and offline engagement to create results.



ROI
12x

CLIENT

Ski resort offering over 3,000 acres of award-winning terrain.

GOAL

Effectively retarget visitors from destination locations to the client's website through direct mail postcards. The explicit intent was to earn return visits to the website and, ultimately, for these visitors to purchase a trip.

STRATEGY

They partnered with a 3rd party vendor to identify and segment users from select destination states who viewed specific content on the client's website. The FiveFifty team matched those audience members to mailing addresses and deployed a promotional postcard to them within 48 hours. FiveFifty then monitored site traffic to track the postcard recipients who returned to the website and identify the ones who completed a purchase.

RESULTS

- 12x ROI
 - 11.3% response rate
 - 20.4% of responses converted
 - Highly efficient cost per conversion
- Data drives real results. Fivefifty identified the right audience and seamlessly transitioned between online and offline channels to effectively and efficiently increase sales.

A focused, people-based approach to marketing - from strategy to execution.