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- Increasing Revenue by 147% with Direct Mail and Cross-Channel Tactics
- Case Study - Direct Mail, TV, Paid Social, and SEO for Retail Personal Care
- Direct Mail
- SEO
- Television
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- The Goal

Our client, a healthcare brand specializing in incontinence products, wanted to connect with individuals aged 65 and above, enhance its market presence, and attract new customers.

The Strategy

Our campaign focused on densely populated areas, boosting overall sales and expanding the customer base.

We launched a direct mail campaign that took a creative approach to safeguarding recipients' privacy and used empathetic and respectful messaging to highlight the products' comfort, dignity, and independence.

Alongside the direct mail campaign, we ran supporting campaigns on channels, including TV advertising, social media ads, and SEO.

Our comprehensive strategy encompassed various channels, each managed with its specific objectives and metrics. We aimed to create a consistent brand image on all platforms, and the channels' synergies strengthened the client's brand story and market presence.

Our approach is to create integrated marketing solutions that adapt to diverse channels while maintaining a consistent brand message.

The Results

The campaign resulted in a 147% increase in revenue, with a 133% increase in ROAS and a 130% increase in AOV.

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All Case Studies

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Job Title

Company

Phone Number

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Direct Mail, TV, Paid Social, and SEO for Retail Personal Care

Increasing Revenue by 147% with Direct Mail and Cross-Channel Tactics

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