



# Direct Mail: the winning solution for franchise group

## Background

The corporate marketing team at an optical franchise realized the big box retail stores were compromising their ability to win fair market share. Their ideal prospects were individuals more inclined to purchase high fashion eye-wear solutions.

To combat declining sales, the franchisees needed consistent marketing that would build local brand awareness and drive store traffic. The objective included adding an offline marketing vehicle that would allow them to run market-specific promotions and give both the franchisor and franchisees tracking and reporting capabilities.

## Solution

After reviewing their customer database, it was determined that the ideal customer profile for the optical franchise was females with an age range of 25-45, females with children, middle to high income, and neighborhoods within a proximity of the retail store. The optical retailer partnered with UpSwell to execute customer acquisition and retention direct mail campaigns.

UpSwell used Database Mailing for the retention campaign, targeting customers who hadn't visited the store in 6-18 months. For the acquisition campaign, UpSwell used a Saturation List to hit the neighborhoods surrounding the retail stores. UpSwell mailed a total of 234,000 6x11 postcards for the franchise group.

## Results

**1039%**  
Return on  
investment

**8,114**  
Customers  
redeemed the  
offers

**3.54%**  
Response  
Rate