

Ecommerce Direct Mail Case Study

Zogics Nets 500% ROI Jump With Automated Direct Mail

“Postalytics allows users to manage direct mail in a way that reduces excess sends and saves time. Integrating Postalytics into marketing automation workflows allows for personalized, multi-touch campaigns to specific audiences that blind mailings would not be able to achieve.”



– Jon Pierotti, Graphic Designer, Zogics Inc.

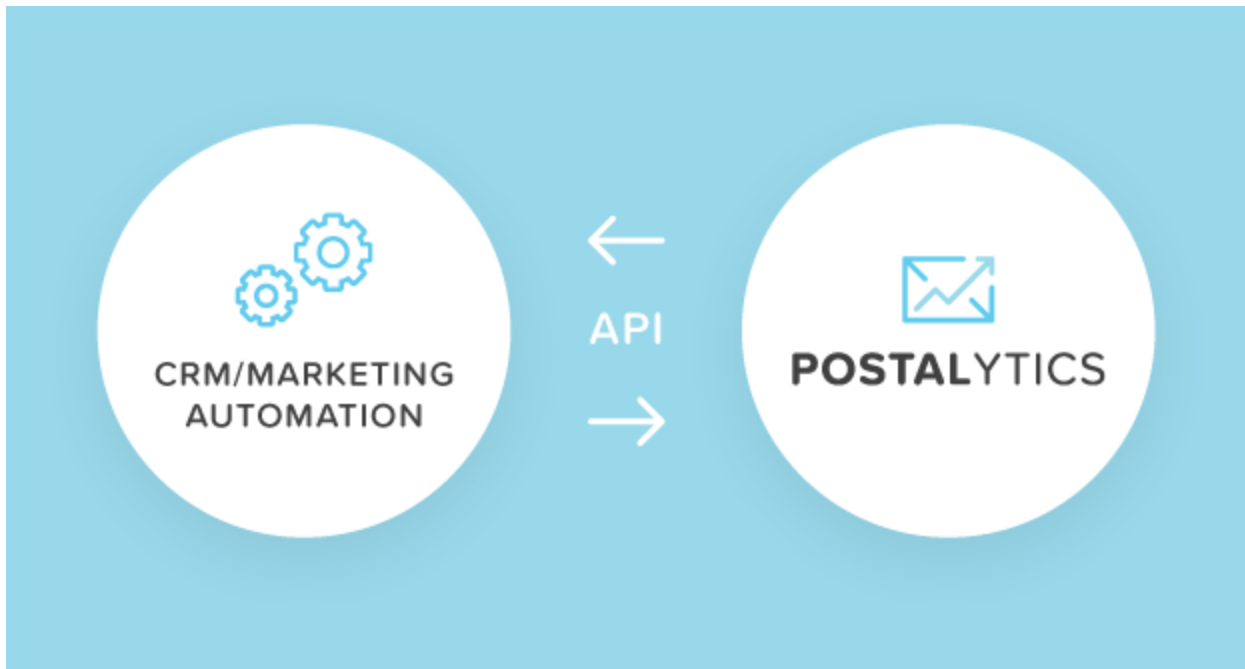


Zogics is an Inc. 5000 eCommerce company focused on providing customers with a one-stop shop for all their gym supply needs. Serving fitness facilities in gyms, hotels, schools, government and more, Zogics is proud to serve over 30,000 facilities with the best products, at the best prices, as quickly as possible.

The Challenges

Reactivate Previous Clients Who Have Gone Dark

After implementing [HubSpot's](#) CRM and Marketing Automation to develop personas, segment their audience and implement email marketing, Zogics found that a portion of their audience had stopped purchasing. Zogics needed a new way to reach this audience who knew them, but had gone dark. Rather than implementing the same old playbook that every company uses, they wanted to find a way to stand out and get the attention of this important customer segment.



Integrating Direct Mail With CRM

The Zogics team knew that direct mail can be a very powerful channel to reach audiences, particularly those who have gone quiet on digital channels outreach. Yet, they were wary of introducing a new marketing channel that wasn't integrated with their CRM. Their "No Data Silos" philosophy made implementing traditional direct mail very challenging. The old school way of using .CSV files, email, phone calls & FTP as communication tools between the design, data & print production teams ruled out using traditional direct mail printer/mailers. Completely disconnecting marketing channels, regardless of effectiveness, were to be avoided.

The Solution

Add Large Postcards With Powerful Images To The Win-Back Workflow With Postalytics



Zogics “Portrait” 6×9 Postcard – Powerful Image, Clear Offer & CTA

Zogics discovered that automated direct mail from Postalytics, fully integrated with their HubSpot Marketing & Sales Hubs, was easily deployed to produce large format postcards. Taking advantage of the unique “Portrait” format from Postalytics, Zogics was able to develop action based creative with large offers and calls to action. These powerful postcards were plugged into HubSpot Workflows to enable automatic sending when individual contacts reached the step calling for a postcard to be mailed. Even better, the connection between the CRM and Postalytics enabled Zogics to track engagement per contact.

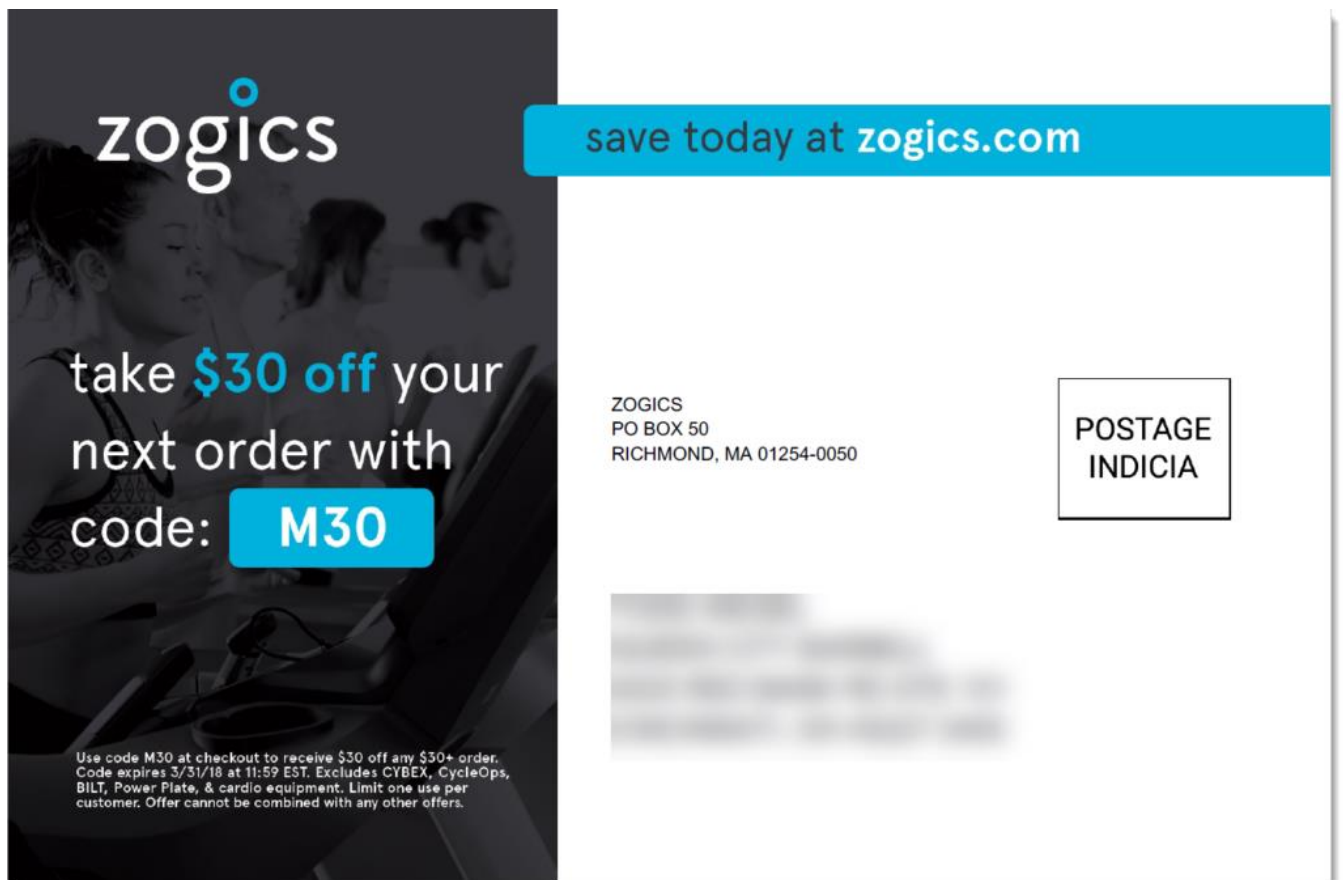
Results

A Big Win-Back Campaign Victory

The Zogics Win-Back Campaign came to life within 2 months of implementing automated postcards.

The Stats Include

- **500% increase in ROI**
- **Order volume increase of 140%**
- **Savings in time, costs and manual effort**



Zogics postcard back – great use of whitespace, repeat offer & CTA

According to Zogics Jon Pierotti: *“We’ve seen more success and order quantity from at-risk customers and re-engaged contacts that haven’t been active in 6+ months”*

Ecommerce players like Zogics can’t afford to implement siloed marketing solutions that don’t leverage all of the customer data they’ve captured in their CRM’s. By pulling contact records in directly from the CRM into Postalytics, they’re able to send personalized, high impact postcards with no manual effort.

Even better, the Postalytics mail delivery information captured from the [USPS Intelligent Mail Barcode system](#) is synced back to the CRM, where it is consumed to manage other communications: *“Using Postalytics status codes, such as “Mail in Transit” & “Processed for Delivery” helps us time our messaging much more accurately within workflows. This allows us to create multi-touch campaigns with our contacts that have logical and appropriate cadences between emails, follow-up, and postcard mailings.”*

Conclusion

Zogics found a great way to integrate automated direct mail to deliver their message to a portion of their audience who had begun to ignore their email efforts.

If you’d like to learn more about this Ecommerce direct mail case study or other ways that Postalytics can help automate direct mail postcards and letters, please contact postalytics at postalytics.com, sales@postalytics.com or 781-206-8990