

Case Study

Profile:

Harry and David is America's premier direct marketer of gourmet fruit and food gifts. Started in 1910, they are one of the nation's oldest catalog mail order companies.

Situation:

Harry and David approached us to drive a higher level of business gift sales.

Solution:

- 1) We utilized our extensive database of Business Decision Makers to develop a targeted list of prospect by sales territory.
- 2) Next, our email creative team developed clean, focused, text-based creative messages that asked for a meeting to discuss the prospect's business gift plans.
- 3) We then deployed and tracked the campaigns on our SmartSender™ platform allowing for real-time tracking and follow-up by the sales reps.

Results:

- We sent over 80,000 emails on behalf of 8 sales reps
- Open Rate was over 32%
- Click Throughs to Ordering Site = 960 or 1.2% of total
- Number of Direct Meetings Set = 281 or 0.035 of total
- Total Number of orders placed = 310
- Average Order Size = \$485.00
- Total Sales = \$150,350
- Total Cost of Program = \$14,000
- ROI = \$10.74 for each \$1 invested

