

Coco Village

Turning the page



Ecommerce furniture company uses physical catalogue, direct mail to connect with new customers, drive sales.

Competing in a crowded marketplace

Founded in 2018, Coco Village is a children's home furnishing, décor and toys ecommerce company, selling across Canada and the United States. Inspired by Scandinavian and European children's furniture and toy brands, the family-owned company aspires to make major design trends accessible and affordable.

This industry, however, is anything but child's play. The kids' furniture market is valued at more than \$50 billion globally with expected double-digit percentage growth through 2030¹. Those kinds of numbers mean a market packed with competition – from big-box retailers to boutique specialty stores – all looking to get the attention of parents.

Moving beyond digital

Digital was always Coco Village's domain. As a pure-play ecommerce retailer, the Quebec-based company placed 100% of its marketing efforts online – targeting parents via email, search and social media. After years of success online, however, those efforts hit a wall.

"We had maxed out. We saw the digital saturation of our target market in our underperforming web traffic and sales figures. Social media was becoming background noise. Email was getting ignored," said Yoann Desrosiers, Coco Village co-founder. *"We needed to think differently about how to reach new customers in Canada and the United States."*

To learn how Canada Post can help you optimize your marketing strategy, go to canadapost.ca/smm.



Smartmail Marketing™

Case study

With digital channels exhausted and/or ineffective, Canada Post suggested that this company known for the cool aesthetic of its products bring a little of that physical beauty into its marketing. It was time for Coco Village to think outside the inbox and embrace the mailbox to boost sales.

Embracing the physical

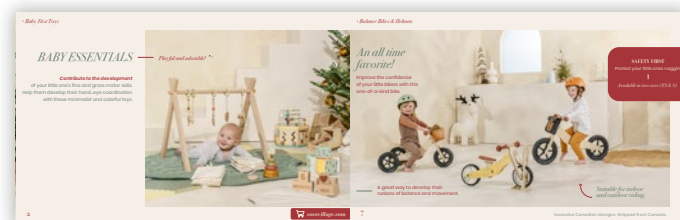
There is something special about catalogues. They linger in homes, tell a deeper story about your business, and cultivate a specific aesthetic for all the senses. They can create joy, mark seasonal events, and spark vivid memories of youth. Catalogues still captivate all generations, including 32% of Millennials and 31% Gen Zers who prefer printed catalogues over digital¹.

During the holiday season, the company created its first entry into physical marketing – a print catalogue. The publication reflected the company’s products, website and social channels in the use of clean lines, minimalist design, neutral, peaceful colours, and joyous photography. Its simple call to action pointed readers to the company’s website.

“Design is part of our DNA, so the look of the catalogue was important. It needed to bring our digital spirit into ‘real life,’” Desrosiers said.

Distributing two million copies of the catalogue nationwide via Neighbourhood Mail™, Coco Village leveraged Canada Post exclusive data insights and specialists to find postal codes with residents who matched the profile of existing and potentially new customers.

The catalogue succeeded in driving direct traffic to the website – so much so, in fact, that the company rolled out a second direct mail campaign the following holiday season. This time Coco Village opted for a mini-catalogue embracing the same aesthetic on a smaller scale.



Creating new business

With the mini-catalogue, Coco Village continued to see its direct website traffic explode – representing nearly half (49.7%) of all traffic, far outpacing search (29.2%), social (15.7%) and email (0.1%).

These visitors were not just stopping by to look, either. In the final two months of that year, direct traffic accounted for 61.2% of all sales, an increase of 181% over the prior two months.

With the success of the catalogue and mini-catalogue, Coco Village plans to keep direct mail in its marketing mix. Canada Post has even made suggestions for future catalogues, including using unique URLs and/or QR codes to help with channel attribution, as well as other Canada Post tools to help target the right customers.

“Direct mail proved to be a powerful acquisition tool for us,” Desrosiers continued. “While the upfront investment in a catalogue was more than that of search or social, the inefficiency of those digital tools was coming at a steep price to our bottom line. Direct mail brought in new money and new clients – all while reinforcing our brand and aesthetic in the minds of our customers.”

1. “Kids Furniture Market Size, Share & Trends Analysis Report By Product, By Material, By Application, By Region, And Segment Forecasts, 2022-30,” Grand View Research, 2021.

2. PC/Phase5, Fall Omni, CPC 20-214.

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