

Fabricville

Geographic and sales data help Fabricville grow customer base



Sending direct mail by targeting postal codes helps Fabricville acquire new customers and increase sales by 18%.

Background

Fabricville was born of a dream and blessed with a pedigree. Part of Fabricland's expansion in the '70s, the first Fabricville store opened in Montréal in 1970. Having an established partner from the outset gave Fabricville a purchase power that allowed it to offer a huge selection at ridiculously good prices. It further distinguished itself with in-store expertise and an interactive website that included tips and do-it-yourself projects. Today, Fabricville operates 22 brick-and-mortar stores in Quebec and Eastern Canada and another e-commerce store. It is considered a premier source for window coverings, fashion fabrics and sewing accessories.

Over the last decade, Fabricville used newspaper inserts and flyer packs to market its products three times a year. It also sent personalized mailings to Club Elite members eight times

a year. These loyalty customers pay \$20 a year for privileges and discounts unavailable to non-members. Finally, the retailer uses the ReeBee flyer app.

Canada Post combines sales and geographic data

Canada Post proposed Canada Post Neighbourhood Mail™ to a targeted audience. The size of the direct mail piece – what Canada Post considers oversize – allowed Fabricville to display larger product photos than the postcard format used by many competitors.

Fabricville agreed to a mailing of 62,000 pieces in its first campaign and 885,000 pieces in another to follow.

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Case study

Retailer data-driven campaign

Using Fabricville's available sales data, Canada Post honed in on neighbourhoods where sales had been especially robust. It then targeted postal codes where Fabricville's Elite Club members lived, rather than a specific radius around any given store. Addresses in Sherbrooke, Gatineau, Val-d'Or and Rouyn-Noranda, Quebec, were targeted in the first mailing; the second reached all of Eastern Canada.

"Excellent" support lauded

"Canada Post assisted us with analytics and targeting; and they helped us with the [forward sortation area] selection and data strategy," says Fabricville Marketing Manager Helena Pandelidis.

The Fabricville team worked closely with Canada Post's customer service advisor to ensure the mailing went smoothly.

"Although we had been using personalized mail services for years, using Neighbourhood Mail™ was new to us; and we appreciated the security of knowing that we had support available to us."

"We even put them in touch with our mailing house to ensure nothing fell through the cracks," says Pandelidis. "From a customer service point of view, the experience was excellent."

Results

About one third of the stores – 7 out of 22 – increased sales by between 5 and 18 per cent, compared to previous mailings that used newspapers and less costly distributors. The campaigns demonstrated that the size of the mailing (i.e., number of addresses reached) is not the only variable to consider when trying to drive sales.



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Helena Pandelidis

Marketing Manager, Fabricville

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