

# Hand & Stone Massage and Facial Spa

Targeting new prospects



With Postal Code Targeting and tested-for-perfection creative, Hand & Stone drives new clients through its doors – boosting visits, sales and confidence in the power of direct mail.

## Background

With 27 locations in Canada and growing, Hand & Stone Massage and Facial Spa is bringing what was once considered luxury services to the Canadian mass market. But to fuel its growth in the Ontario market, it's had to take a different strategic approach.

Hand & Stone is known first and foremost for the therapeutic massages they provide consumers. Hand & Stone is wanting customers to have a whole body approach to health and wellness, which includes regular facials. Feeling great, looking great! By concentrating on facials, the company aims to get more customers aware of all the services and through its doors to use their facials, after which it can promote a homecare regimen with the sale of their professional skincare lines.

To learn more about Canada Post's full range of direct mail solutions, visit [canadapost.ca/smartmailmarketing](https://canadapost.ca/smartmailmarketing)

## A job for Postal Code Targeting

Hand & Stone has been an advocate of direct mail in its marketing mix.

"Once a mailer drops, the phones start ringing," says Hand & Stone's marketing and advertising manager Anita Wells. "When you get something in the mail, it stands out – it breaks through the clutter."

With the company needing to focus specifically on engaging new prospects, Canada Post suggested it try Postal Code Targeting. Wells was instantly intrigued.

"We wanted new clients to come in the door and try our facial services," says Wells. "What attracted me to Postal Code Targeting was how it could help us reach and acquire those look-alike clients that we already have."



## Case study

### The campaign components

The company decided to test Postal Code Targeting for its Orleans, Ontario, location. Its objective was to increase facial sales at that store to 30% of total sales, up from 27% (where no growth had been realized in the past two years).

First, it provided Canada Post with the postal codes of its current clients so that a definition of their top prospects could be created. PRIZM5 consumer segmentation data then helped classify these prospects according to shared demographics, lifestyle and behavioural traits. Four clusters were ultimately identified for the Orleans location, including *Management Material*, *Younger Suburban* and *Boomerang City, Urban Elites*.

Three direct mail designs were created. Predictive Eye Tracking was performed on each to confirm that the simplicity and focus of the design were optimized to ensure prospects could easily absorb the messages and be called to action. Wells made some tweaks to the creative based on these results.

With the targeting data and optimized creative in hand, Hand & Stone launched the campaign. The company sent three mailers, each consisting of 5,000 pieces, over nine weeks in August and September 2018, with the same prospects receiving the consecutive direct mail pieces.

### The proof is in the results

The results exceeded the objectives.

Hand & Stone Orleans saw an increase on the facial side of the business measuring a year-over-year fifteen-week period (which included the period during the mail drops plus 6 weeks following), resulting in increasing facials to 33.8% of total service sales, exceeding the goal.

"As soon as the mailers dropped, the prospects started coming in the door," says Wells. "Postal Code Targeting definitely made a difference."

To learn more about how Postal Code Targeting can help you reach and acquire new customers, contact your Canada Post sales rep, or call us at **1-866-282-8053**.

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#### Anita Wells

Marketing and Advertising Manager, Hand & Stone Massage and Facial Spa



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