



CASE STUDY

Metro

Using direct mail with social media enhances campaign results



Campaign only available in French

Leveraging an integrated marketing strategy generates the response this food retailer craved.



Getting more from a social media campaign

Across industries, when it comes to sales, direct mail drives people to buy. That's also true for food retailers and explains why they deploy regular and frequent DM campaigns. Grocery chain Metro has been using direct mail for years. The company distributes flyers and announcements about store openings, special events and loyalty programs.

There's no question DM works for this established brand. Still, the company has a testing mindset – it's constantly looking to improve campaign results.

Recently the company's e-commerce division wanted to determine what effect targeting at the postal code level would have if delivered at the same time as a social media campaign. Could Canada Post's Postal Code Targeting (PCT) direct mail solution amplify the results of the social acquisition campaign?

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



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Designing the right test

The French-only DM and social campaigns ran for a month in Quebec. A back-to-school offer invited current customers to visit a specific url and provide some personal information to receive a \$10 gift card, redeemable in-store.

To test the impact of direct mail on the social media campaign, three PCT mailings targeting lookalikes of Metro's current customers were delivered.

This campaign ran for four weeks. The first week was a direct mail drop only. The second week was social media only. During the third and fourth weeks of the campaign, both direct mail and social media ads were deployed.

This approach allowed Metro to measure responses when their audience experienced only the social campaign and again when those people experienced both the social campaign and the direct mail message.

Strong results

At the end of the campaign, it was clear that utilizing PCT as part of an integrated campaign generated better results. With social and PCT combined:

- The response rate was **64% higher** than for social only
- Total sales were **4.36 times higher** than for social only
- Order numbers were **4.3 times higher** than for social only

Research supports the positive results experienced by Metro. Leveraging direct mail with other channels including social media, amplifies results and increases marketing effectiveness.

Find out how our direct mail solutions can boost your performance. Contact your Canada Post representative or reach us at 1-866-282-8053.



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