

INCREASE THE VALUE OF YOUR CUSTOMERS WITH PERSONALIZED DIRECT MAIL

Uniprix adds personalized offers to its Christmas catalogue and is delighted with the results



With Canada Post Personalized Mail,TM you can adapt your promotional offers to match the value of your customers.



This campaign was done in French only.

Taking on retail giants

Uniprix Group is Quebec's largest group of independent pharmacists. Its members are known for caring about the well-being of their local customers as their friendly neighbourhood pharmacist.

The group needs to play smart to compete with mass merchandisers and generate traffic in its stores.

Close to customers, in every way

Uniprix's personal approach extends to its advertising campaigns. For the 2014 Holiday period, the company added offers to its Christmas catalogue exclusively for its most loyal Beauty Card program members.

Some 20,000 customers were entitled to \$5 off with every \$20 purchase in store. A \$20 discount on any cosmetics purchase of \$100 was also offered to more than 85% of these customers, while the rest could save \$10 on their cosmetics purchase of \$50.

Offers adjusted to basket value

To ensure the best offer to its loyal customers, Uniprix conducted an RFM analysis. With this method, customers are scored according to the recency (R), the frequency (F) and the monetary (M) value of their purchases. The theory

is that the most active buyers are most likely to respond to an offer. And the physicality of a direct mail can reinforce this behaviour.¹

"Personalized mail is a natural choice for a company that aims to be close to its customers like ours," explains Caroline Blazy, Relationship and Digital Marketing Manager at Uniprix. "It strengthens the bond with our customers. What's more, any undeliverable mail helps to keep our mailing lists up to date, and the bar codes provide us with important data for future campaigns."

"The offers motivated our customers to buy more products and we will fine-tune them further in our upcoming direct mail campaigns," says Ms. Blazy.

Healthy results

5.4% of customers used the \$5 coupon, spending an average of \$50.20 (150% more than the minimum \$20 required).

The average baskets for the other offers were **25%** higher (\$63.82 and \$126.32) than the required minimum spend (\$50 and \$100).

To learn more about Canada Post's direct mail solutions for customer loyalty, go to canadapost.ca/smartmailmarketing.

1. Sources: Canada Post, *Breaking Through the Noise* and *A bias for Action* white papers, 2015.
TM Canada Post Personalized Mail is a trademark of Canada Post Corporation.



Smartmail MarketingTM
Connect. Captivate. Convert.