



Solutions at  
Work



# HARPER WILDE

## PROBLEM

Harper Wilde, a women's undergarment brand providing high-quality and everyday bras to women, had an abundance of website visitors but was struggling to turn their engaged visitors into new customers.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to identify website visitors who were highly engaged but left without making a purchase. Site visitors received individualized and timely direct mail outreach, driving them back to the site to make a purchase with an AOV of \$88.

**3.9:1**  
ROAS

**4%**  
Response Rate

**325%**  
Lift





## PROBLEM

Gathr, a brand that produces outdoor recreational products, was struggling to convert their website visitors into paying customers. They found most visitors came to their website for research and left to purchase their products through a 3<sup>rd</sup> party website.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to drive positive ROAS for outdoor camping chairs and tables by sending out timely and individualized direct mail to browsers who were engaged but left the site without making a purchase, while keeping the cost to acquire below \$40.

**3.4x**  
ROAS

**2.5%**  
Response Rate





## PROBLEM

Outdoor gear company, Orca, sells products that can be purchased through many 3<sup>rd</sup> party retailers. They were looking to increase their website traffic, drive conversions on their site and reduce the number of purchases through 3<sup>rd</sup> party websites.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to target customers who visited their site for research, and ultimately made a purchase through a 3<sup>rd</sup> party. They were sent an individualized and timely postcard that drove them back to the company's site, with cost to acquire staying below \$30.

**5x**  
ROAS

**3%**  
Response Rate



## PROBLEM

This ecommerce retailer struggled to drive incremental revenue outside of their standard channels and catalog distribution.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to match up to 70% of website visitors to addressable consumers to find the most likely to buy. Site visitors were sent a timely postcard which drove them back to the site to convert.

**8.5x**  
ROAS

**5.5%**  
Response Rate

**\$118**  
Average Order Value



## PROBLEM

A trendy apparel brand wanted to convert prospects and customers into first-time and repeat buyers but struggled to hit KPIs for their prospecting and reactivation efforts.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to identify website visitors who were highly engaged but left without making a purchase. Site visitors received individualized and timely direct mail outreach, driving them back to the site or store to purchase.

**35x**  
ROAS

**15%**  
Response Rate

**\$30+**  
Revenue Per  
Postcard Sent



## PROBLEM

A popular apparel brand wanted to identify website visitors who were highly engaged, but left without making a purchase.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to drive site visitors back to the site or store through highly individualized and timely customer outreach.

**7x**  
ROAS

**3.5%**  
Response Rate

**\$5+**  
Revenue Per  
Postcard Sent



## PROBLEM

A national apparel brand had an abundance of website traffic, but was struggling to convert visitors into online or in-store customers.

## SOLUTION

NaviStone<sup>®</sup> Postcard Program was used to send a timely and personalized direct mail postcard to site visitors showing intent, which helped convert browsers.

**3x**  
ROAS

**4.75%**  
Response Rate

**\$2+**  
Revenue Per  
Postcard Sent





## PROBLEM

A women's apparel brand needed to identify profitable prospects to target via their catalog and identify current customers that are likely to make a repeat purchase in the near future.

## SOLUTION

NaviStone<sup>®</sup> Prospecting outperformed all other sources and NaviStone<sup>®</sup> Reactivation provided >\$8/book, consistently performing at this rate for each mailing.

Source	Response Rate	\$ / Book Index
Co-op 1	96	102
Co-op 2	98	86
Co-op 3	102	97
<b>NaviStone</b>	<b>112</b>	<b>102</b>



## WHAT OUR CLIENTS ARE SAYING ABOUT US

"NaviStone postcards have been a real godsend in the sense that it's given Design Toscano opportunity to test something new that is working really well that bridges Direct Mail and our website in a way that we are able to scale."

*Stephanie Stopka, Global Business Account Manager at Design Toscano*

"We introduced postal retargeting through NaviStone, and can I say, the results were mind blowing. If you aren't doing these then you are missing the boat."

*Senior Managing Director at Free People eCommerce and Brand Marketing*

"Our website visitors come to us with a purpose in mind. It makes sense that the intent data would perform in niche situations where traditional prospect sources do not."

"NaviStone targets the more engaged site visitors with a personalized postcard, and they provide the service as a turnkey program at a very reasonable price. And the response rate has been eye-catching."

"Innovative new sources of customers come along very rarely in our industry."