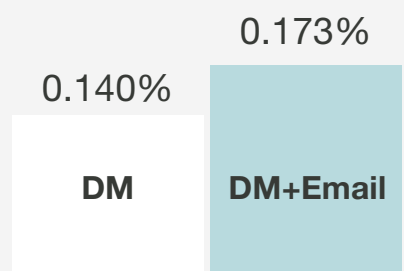


Adding Email to Direct Mail Campaign Boosts Results for Internet Service Provider

Case Study

24% lift in pre-mover response

Achieved by adding email to an existing direct mail campaign.



Pre-movers Response Rate

Business Challenge

A U.S.-based Internet Service Provider had been running a successful mover acquisition program with Deluxe for over two years. While ongoing A/B testing had already driven strong optimizations, the client wanted to explore new ways to push performance even further.

Deluxe Solution

With direct mail already driving strong results, Deluxe recommended adding email to amplify performance. Email provided a cost-effective way to reinforce messaging, improve conversion and increase orders—building on the proven success of the existing direct mail campaign with only a modest increase in acquisition costs.

The team targeted both pre-movers (those likely to move soon) and new movers (those who have recently moved), using direct mail as the lead touchpoint, followed by email as a timely follow-up. A direct mail-only control group was included to isolate the impact of adding email. Creative across both channels was designed to be consistent and complementary.

Program Results

The combined direct mail and email approach delivered a 24% lift in response rate among pre-movers compared to direct mail alone. The client quickly expanded the program, excited by the low-cost, low-friction enhancement to an already successful campaign.

Want to target movers in your market?

Contact us today.

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