

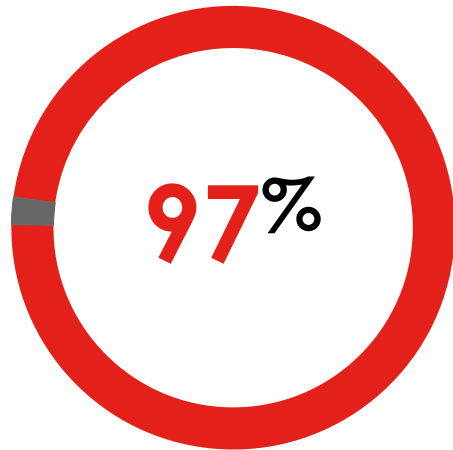
USING NEW TECHNOLOGY TO DRIVE CUSTOMERS OFFLINE TO ONLINE

Wholesale

January 2024

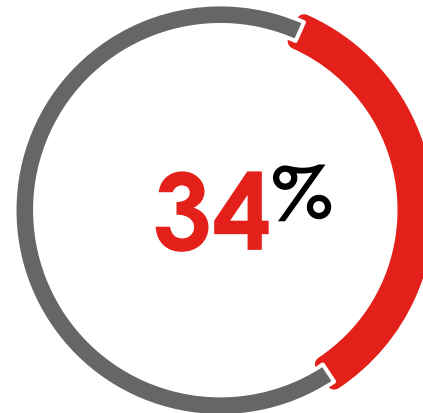
MAIL DRIVES HIGH ENGAGEMENT

Getting people to take commercial actions and go online



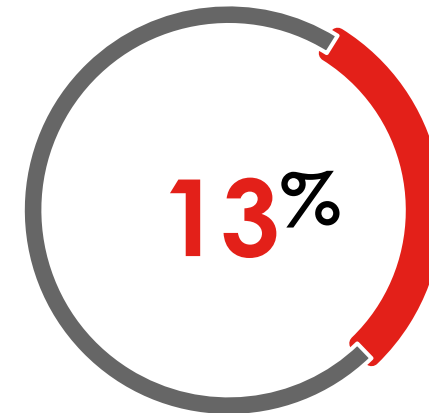
ENGAGEMENT

Any form of physical interaction



COMMERCIAL
ACTION

Buying behaviour, discussion




ONLINE
BEHAVIOURS

Sender's web site, look up
account details, go online

USING NEW TECHNOLOGY TO DRIVE FRICTIONLESS OFFLINE TO ONLINE



98% 

Of all adults aged 16-24 in the UK have a smartphone.

Among the older age groups, 86% of those aged 55-64 owned a smartphone device compared to 80% aged 65 and above.


69% 

People processed banking affairs via smartphone or tablet in 2023

- up from 63 percent in 2019.

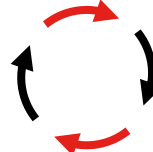
MAIL DRIVES ONLINE BEHAVIOURS & INCLUDING TECHNOLOGY IMPROVES FREQUENCY



23% 

Of mail in 2023 drove an online action

Visiting sender's web site, going online for more information, looking up account details or using a smartphone/tablet.

4.52 

Advertising mail containing a QR code drives about average engagement, with 4.52 frequency

- so will be revisited more than the average of 4.4.

OFFLINE TO ONLINE JOURNEY CAN BE USED TO DRIVE ANY BEHAVIOURS

WE ARE LOOKING TO STIMULATE INNOVATIVE USES OF QR CODES TO DRIVE DIGITAL BEHAVIOUR NOT JUST A DRIVE TO WEBSITE – SEE THE TOOLSTATION CASE STUDY FOR INSPIRATION



DRIVE TO COUPON



SEND TO GEO-LOCATION



PLAY AN MP3 JINGLE OR MESSAGE



DRIVE TO DATA CAPTURE PAGE



LINK TO EVENT DETAILS



GET A REVIEW OR RATING



**QR CODES HAVE REALLY TAKEN OFF BUT
THERE ARE MANY OTHER TECHNOLOGIES
THAT DRIVE CONSUMERS ONLINE TO
DIFFERENT DIGITAL EXPERIENCES**

MARKETING AUTOMATION

Helps drive seamless multi-channel experience, including mail

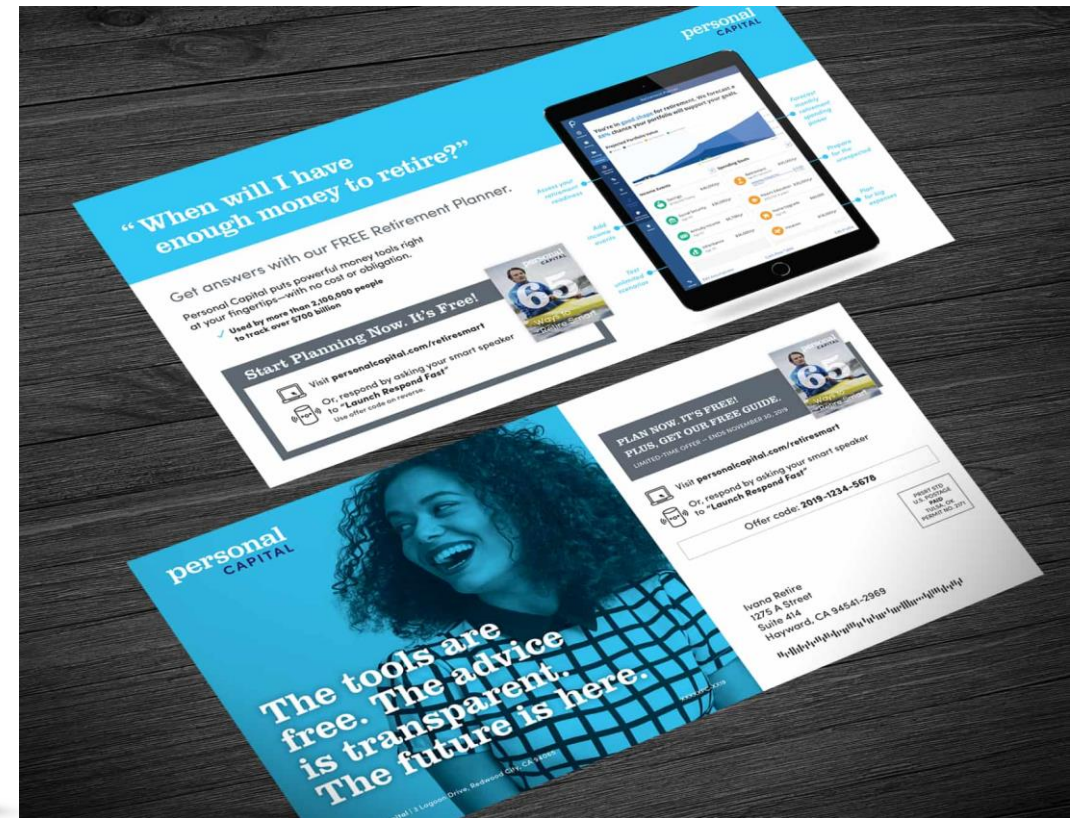
- **76%** of companies worldwide have implemented some form of automation*
- Now you can automate the mailing process in the same way you can with digital – driving measurable results more holistically alongside other channels.
- This approach enables you to engage with customers who are unresponsive or non-permissible, whilst driving down costs and boosting speed of activation.
- Leverage your first-party data to trigger personalised communications in a single view SaaS environment with social, email, SMS & push.



USING VOICE ACTIVATION TO DRIVE ONLINE SIGN UP

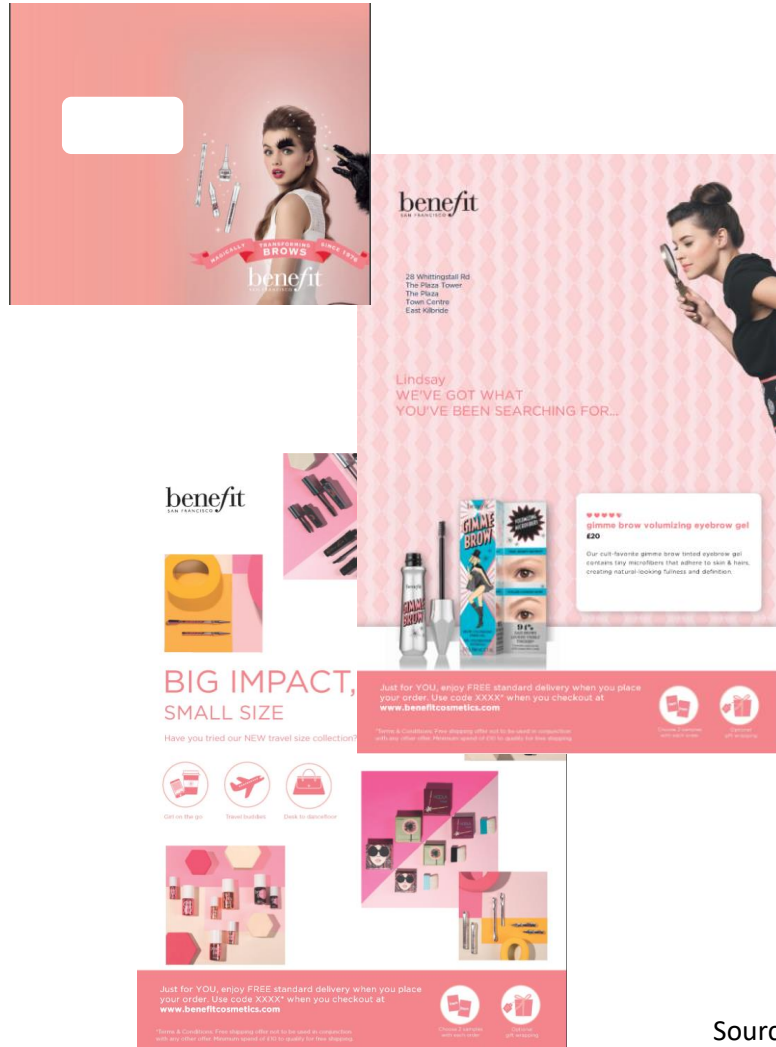


- Personal Capital, based in San Francisco use voice activation to generate leads for their retirement services
- When you call you simply tell them your phone number and they text you with further information about how to get your guide to retirement planning
- This directs you to a link
- No attribution problems, easy and seamless for the customer to interact



Source: Gunderson Direct, USA

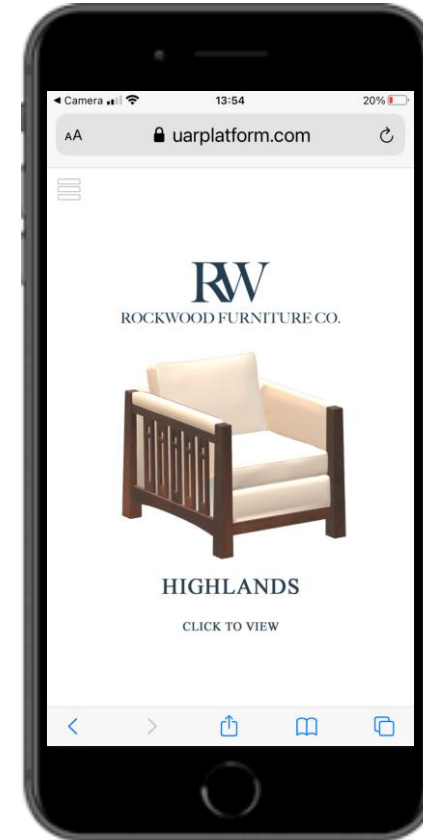
BENEFITS COSMETICS RETARGETING



- A programmatic mail piece was sent out to a cell of brow grooming product browsers against a control cell who received the normal retargeting activity.
- Using the strong Benefits Cosmetics branding the letter was designed to focus on the product they'd viewed, a unique shopping code applied to the letter allowed us to track it accurately.
- 37% uplift in sales of eyebrow products online with an average transaction value of over £40. Incremental visits were up and engagement levels had risen to over 28% as a result of activity.

AUGMENTED REALITY

- This furniture retailer has given people the opportunity to see their up market furniture in situ
- Put your camera over the QR code from a printed piece
- It takes you to a product overview page
- Select the product you want to see
- The selected chair is shown in front of the bookcase in the dining room!
- Allows you to really see what products will look like in your home
- But the possibilities are endless...

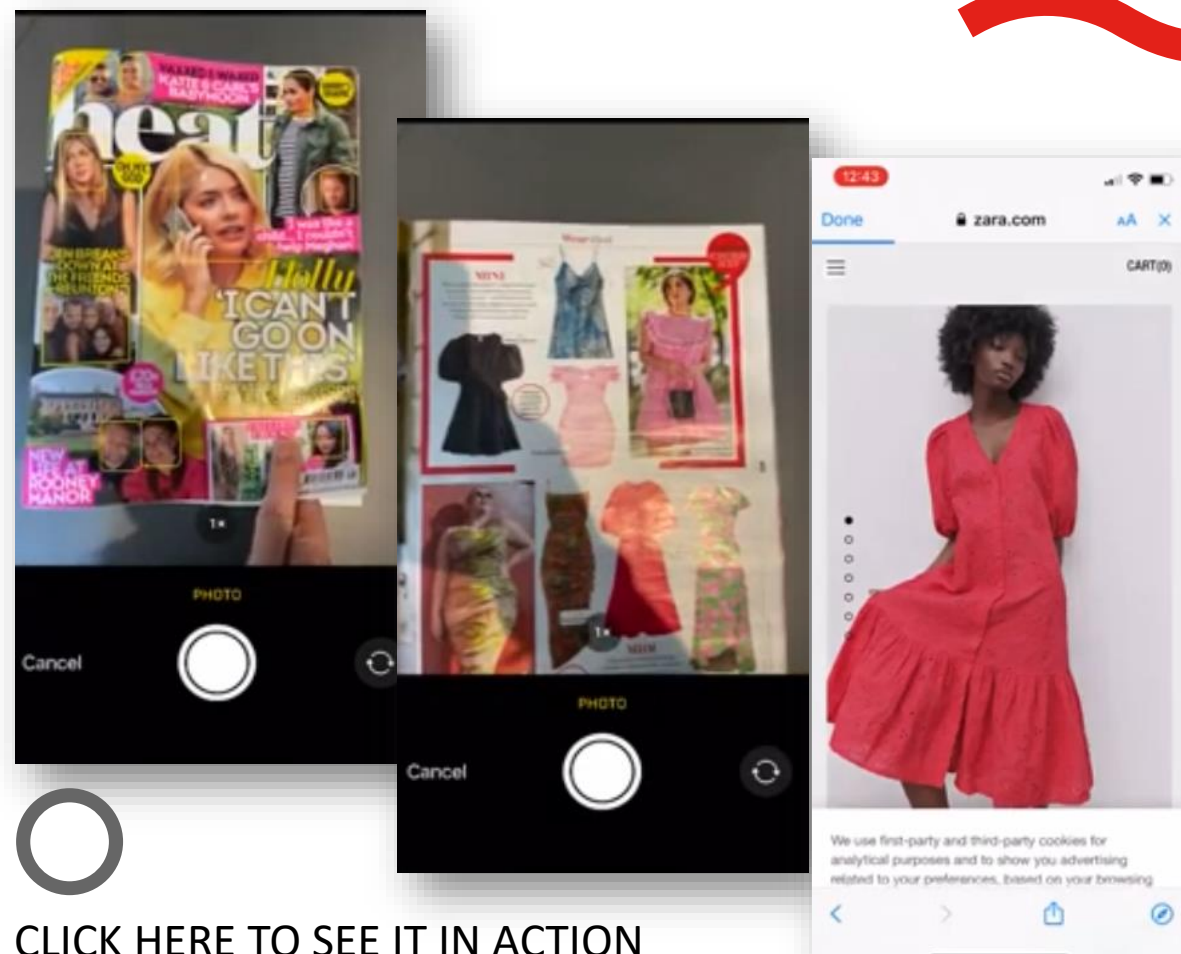


PUT YOUR PHONE CAMERA OVER THE QR CODE

DIGITAL IMAGE RECOGNITION

Making print content shoppable

- Heat magazine made their content completely shoppable
- Using Phuzion's image recognition platform Heat Magazine made the content fully shoppable
- Obviously helping to drive affiliate revenue streams
- Allowing readers to connect in an innovative and seamless way from print to digital
- You simply point your mobile at any page and take a picture to be taken straight to purchase
- Allowing you to take a consumer to products, without changing the editorial design or creative



CLICK HERE TO SEE IT IN ACTION

ANIMATED VIDEO

Background

Volkswagen Commercial Vehicles (VW) launched the Crafter Chassis Cab - they needed to show how it was flexible enough for tradespeople to convert the vehicle to suit their line of work.

Strategy

VW created a slide out format mailing - under the headline '*Craft it for your Business*' - to illustrate multiple conversion ideas in a tactile, bite-size way. It then cut to the chase with the facts and information needed. Echoing the advanced tech of the vehicle, the recipient could hold their phone over the pack to see even more options brought to life via animated video.



HYPER-PERSONALISED QR CODES TURNED A WORK TOOL INTO A TOOLSTATION

Background

Toolstation's website was an alternative channel to its much-loved catalogue. It gave customers a superior experience, but it wasn't being used.

The goal: change shopping behaviour by coaxing customers away from their catalogue to online.

Solution

Instead of the catalogue, Toolstation and their agency Havas Helia sent a 4-page mailing with 6 QR codes that directed customers to the departments they shopped most often - quickly. 143,000 pack iterations ensured hyper-personalisation – all by crunching shopping data. Personalisation of the booklet made it feel relevant and familiar.

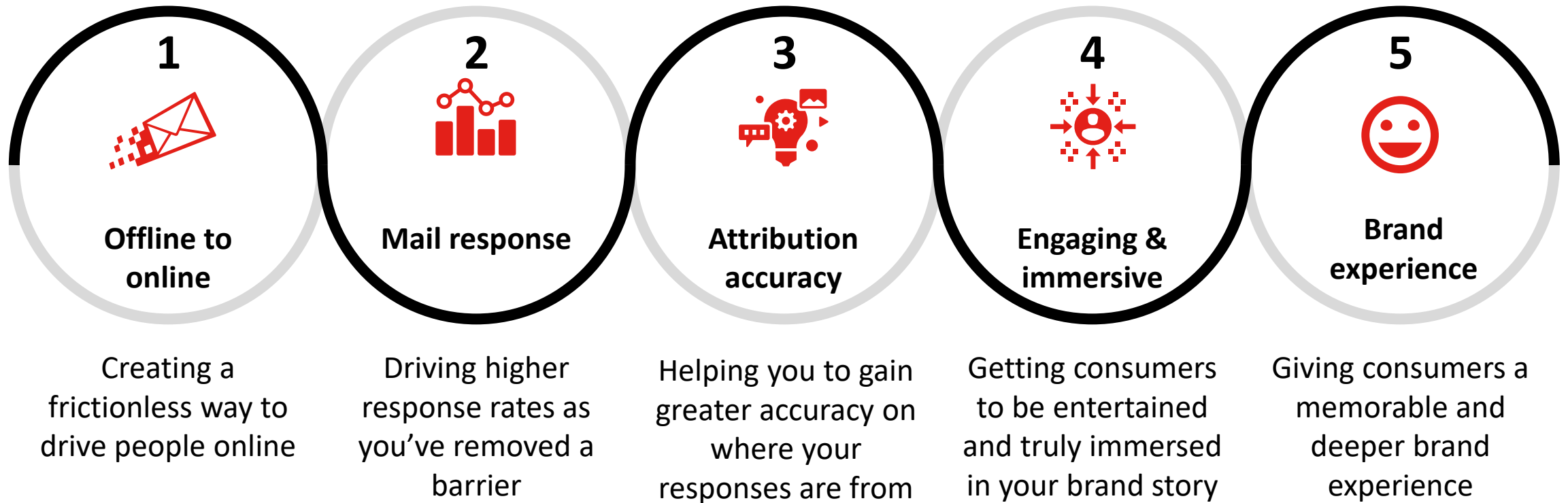
Made into heavy duty stickers, the QR code could be stuck on the tools customers used the most – their workbench, toolbox, flask. The full sticker panel could be torn off to create a miniature Toolstation containing their key departments on the go.

Results

Targets were smashed by 300%. Average order values went up by 5%. Traffic to the website went up by 10%. It delivered an ROI of 3:1.



TO SUM UP



TESTING & INNOVATION SCHEME



SAVE UP TO 15% OFF

ADVERTISING MAIL

Test a range of new technologies

To qualify you must carry out the test over a period of up to six months.

You can test as few as 4,000 mailing items and as many as a million*.

For example: use image technology to link consumers to a digital experience

SAVE UP TO 30% OFF

BUSINESS MAIL

Test a range of new technologies

To qualify you must carry out the test over a period of up to six months with the option to roll-out over a further six months.

You can test as few as 4,000 mailing items and as many as a 10 million* incremental items.

For example: use QR code to drive consumers to digital content

* We normally accept tests of between 4k and 100k but at our discretion we will accept a test of up to 1m for advertising mail and up to 10m for business mail.

Full terms and conditions apply



 **marketreach**
unleash the magic of mail



THANK YOU

