

# CASE STUDY

## JD WILLIAMS

### GROUND-BREAKING TEST

#### THE CHALLENGE

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As one of the UK's leading online fashion retailers, N Brown Group constantly seeks to reduce basket abandonment rates – in order to drive greater returns from e-commerce. Average abandonment rates stand at around 69%, according to research from the Baynard Institute. Basket abandonment costs UK retailers up to £1 billion in lost revenue.<sup>1</sup> Slow page load and complexity of forms are just two of the reasons customers give for failing to complete the purchase journey.

N Brown Group already had a basket abandonment remediation strategy in place for its JD Williams brand. They sent two permissioned emails to customers who had abandoned their baskets, with retargeted banner ads also encouraging reconsideration.

While their email delivered average performance, increasing use of

ad blocker software, deployed by up to 22% of consumers<sup>2</sup> was dampening the impact of digital retargeting.

#### TRYING SOMETHING NEW

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JD Williams wanted to see if a new media channel could help improve their retargeting response rates. Could physical mail deliver greater cut-through than email or banner ads?

#### A WELL DESIGNED TRIAL

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JD Williams set up a trial with Paperplanes designed to deliver conclusive answers. That meant including the following segments:

- A control group, where abandoned basket customers were sent no follow up messaging.
- A group where customers received the existing two follow up emails.

<sup>1</sup> Marketing Sciences 1<sup>st</sup> July 2015

<sup>2</sup> IAB, 2017

- And finally a group where customers received both follow up emails plus an item of direct mail.

Every piece of direct mail creative that was sent out carried a picture of the item in the customer's basket at the moment they abandoned. This was very similar to the approach taken with the emails – meaning the digital images were readily available. JD Williams' printer simply enhanced them to easily create high resolution marketing collateral.

Contact data (address details, imagery and product details) were sent electronically to the printer on a daily basis. They could then print, finish and mail the pieces to the customer within 24 hours.

## RESULTS THAT SPEAK FOR THEMSELVES

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**RESPONSE RATES  
INCREASED OVERALL BY 6%**



**THE AVERAGE ORDER VALUE  
INCREASED BY 8% OVERALL**



**ABANDONED CART RATES  
WERE REDUCED OVERALL  
BY 14%**

**“ PROGRAMMATIC TARGETING,  
USING ONLINE BEHAVIOURAL  
DATA AND UTILISING DIRECT  
MAIL IS NEW. THIS INITIATIVE  
WORKED EXTREMELY WELL,  
UTILISING DATA POINTS TO DRIVE  
CONVERSION – BEING RELEVANT  
AND PERSONALISED TO OUR  
CUSTOMERS WAS KEY AND  
WE DID THAT SUCCESSFULLY.”**

### **ANDREW SMITH**

eCRM Development Manager,  
N Brown Group

For more information about  
Programmatic Mail call our Media  
Specialists on **0800 032 4880**