

CATALOGUES ARE DELIVERING SHINY SALES FOR POSH TOTTY DESIGNS

Background

Posh Totty Designs wanted to test a catalogue that showcased their product range, increased basket value and expanded their audience beyond London/SE.

Solution

A Royal Mail First Time User discount helped Posh Totty Designs to mail the catalogue to 50k customers and prospects.

Epsilon Abacus analysed Posh Totty Designs' current customers and built an affinity model that identified a target universe of prospects.

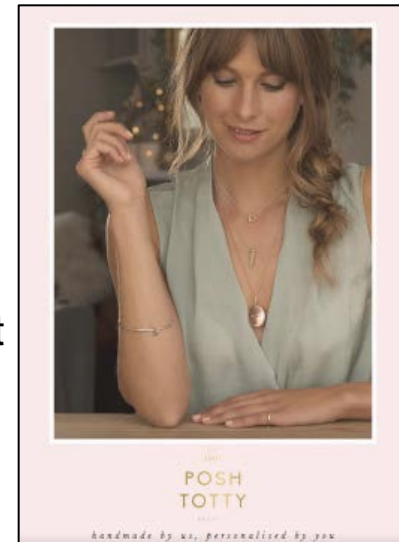
A 25-page catalogue was mailed the week before Black Friday to drive sales over the busy weekend.

Results

Conversion to sales on Posh Totty Designs' website tripled over the Black Friday Weekend. Sales stayed elevated for the week after.

AOV for customers who received the catalogue was 35% higher.

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TOTTY**
DESIGNS



Source: James Ginzler
Chief Operations Manager
Posh Totty Designs

