Improve Response Rates Through Strategic Circulation

The Challenge

With international brand recognition and a reputation for excellence, this company sets the standard for culinary taste and quality. This premier gourmet foods and gift baskets retailer stands by their mission to lead the marketplace in the exploration, discovery, and celebration of food from around the globe. Their ongoing success for the past 81 years is due to their passionate team, commitment to building lifelong relationships with their customers, and an unconditional guarantee.

The Customer

This company had an annual circulation of 10+ million catalogs. Despite a high quality product and loyal repeat buyers, sales were lagging in an increasingly competitive market. This food retailer needed to boost catalog response rates and increase revenue, but did not want to increase their budget.
The Solution

Through an audit of this retailer’s current circulation plan, Arandell analyzed the data integrity of their mailing list. This identified high revenue and low revenue performing customers. As a result, Arandell recommended changes in the composition of the mailings, their timing and their frequency. Not only did we eliminate mailings to poor performing customers, we replaced those mailings and provided new lists of customers. By forecasting all future catalog mailings, our client was able to make decisions for future campaigns. A subscriber survey was conducted to help them see the competitive landscape for what it is, evaluating the positioning of their catalog versus the array of competition they face.

The Impact

- Our client saw a decrease in circulation costs of 25% year-over-year
- We identified 10.3% on individual duplicates on their mail file
- Sales increased by 65%
- Online orders increased by 48%
- Revenue-per-catalog mailed increased by 124%
- In addition, there was an increase in corporate gift buying of $1.2MM.