

Gtech



Whistl's targeting model really does work, we are extremely pleased with the doordrop results, it has far exceeded our targets.

Whistl built a targeting model for us, supported us through the creative process by fine tuning our initial approach, recommended where the call to action should appear and we benefited from their eye tracking service.

Whistl were extremely competitive when it came to print costs and we appointed Whistl to campaign manage every element for ease and cost effectiveness.

Whistl's on going campaign management and evaluation of our campaign enables us to understand the true impact that Doordrop has in generating NEW customers, as well as getting lapsed customers to purchase again.

Charlotte Freddi, CRM Marketing Manager at Gtech

Gtech design and manufacture cordless appliances for the home and garden. Their founder and CEO developed the world's first cordless sweeper and have since gone from strength to strength. Their mission is to make life easier by producing the best possible products for the home.

Campaign objective

To create a GDPR compliant and highly targeted doordrop campaign to increase the penetration of direct customers. Doordrop was tested as a standalone acquisition channel and to support Black Friday.

Solution

Two 6 page roll folds were created offering a free gift worth £50 or savings of up to £150 and free delivery. Whistl created a targeting model using Gtech anonymised postcode data and located the best postcode sectors. National and Regional Mosaic profiles were created to enhance the targeting approach.

Campaign results

Within 2 weeks of the doordrop landing:

- Nearly **1,000** NEW customers were generated
- A response rate of **0.106%**
- An ROI of nearly **3:1**

