



Whistl Case study

Doordrop Media

Increased customer acquisition through targeted doordrop media campaign

Abel & Cole are an established brand with a loyal and engaged following. Through the campaign they wanted to harness the power of their existing communities to engage new customers.

Whistl have been working with Abel & Cole to **increase customer acquisition** through highly targeted and successful doordrop media campaigns.

They brought in Herdify's community insights modelling to seamlessly complement their existing models.

The Abel & Cole campaign combined Herdify and Whistl's targeting models to place postcode sectors for the campaign into one of three categories:

1. Areas where Herdify and Whistl's targets aligned
2. Areas inside Herdify's targets and outside of Whistl's targets
3. Areas inside Whistl's targets and outside of Herdify's targets

Whistl's insights and models created hyper-targeted campaigns. Herdify then overlaid community insights to detect where communities were forming, in order to **reinforce brand recognition** in areas where Abel & Cole was already being discussed and recommended.

323,672 households were sent the Abel & Cole doordrop envelope creative and for every one household the Abel & Cole doordrop was delivered to...

- the piece of **mail was interacted with 3.7 times (JICMAIL)**
- the creative **stayed in the home for an average of 4.87 days (JICMAIL)**
- the campaign was still **acquiring new customers 10 weeks after** the initial doordrop

In addition, the QR code alone generated over **500 scans** AND the number of customers recruited by the doordrop exceeded the target set by **74%**.



Herdify helped us use community targeting to improve our already successful doordrop campaigns with Whistl.

The response rates in areas with Abel & Cole communities were 120% higher than in those without.

As a result, we will be using Whistl and Herdify's modelling for our future doordrop campaigns.

Jessica Barham, Senior Marketing Manager, Abel & Cole



Award Winning
The campaign won Silver for
Unaddressed Print and Door Drops
at the 2023 Data & Marketing Association Awards.



whistl