



COMPETITION CRUSHER

Convert Your Competitor's Golden Mile

CASE STUDY

REAL STRATEGY · REAL RESULTS · REAL REVENUE

THE OBJECTIVE



ACQUIRE NEW CUSTOMERS



RE-ENGAGE LAPSED CUSTOMERS



DRIVE MEASURABLE ROI

THE STRATEGY



AUDIENCE SEGMENTATION
Target the right households



DIRECT MAIL DRIVER
High-impact offers to the door



SOCIAL REINFORCEMENT
Timely messaging drives response



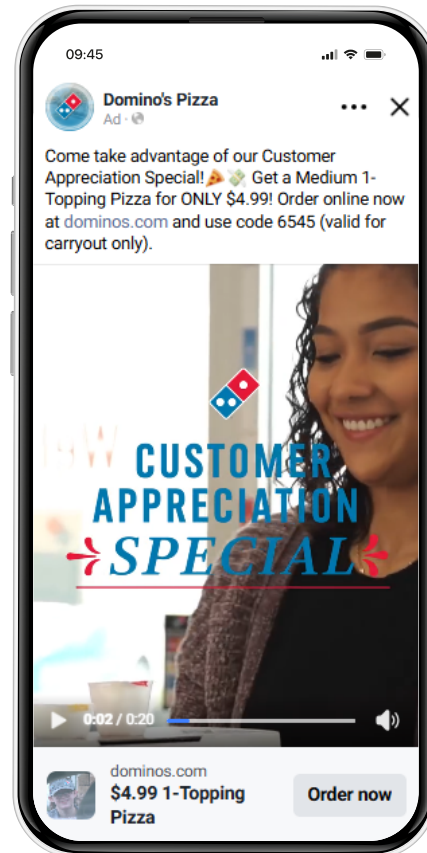
FULL-FUNNEL ROI TRACKING
Focused on profitability

COMPETITION CRUSHER IN ACTION

RETAIN – CURRENT CUSTOMERS



+



+

ACQUIRE – NEW / NON-CUSTOMERS



COMPETITION CRUSHER RESULTS

SMART MAIL RESPONSE METRICS

10.79% NEW / REJUVENATED RESPONSE RATE

21.56% OVERALL CUSTOMER RESPONSE RATE

SMART MAIL+ REVENUE METRICS

DIRECT MAIL ROI

NET ORDERS	2,864
NET SALES	\$88,737.77
AVERAGE TICKET	\$30.94

SOCIAL MEDIA ROI

TOTAL PURCHASES	8,406
TOTAL VALUE GENERATED	\$206,510.88
AD SPEND	\$2,025.12

SOCIAL MEDIA METRICS

101.97X ROAS	\$206.510 REVENUE GENERATED	10.79% TOTAL PURCHASES
\$0.24 COST PER RESULT	25.057 REACH	19.279 ENGAGEMENTS
307.637 IMPRESSIONS	1.386 LINK CLICKS	\$176.235 IN-APP CONV. VALUE



13,278
PIECES MAILED



971 NEW + REJUVENATED CUSTOMERS

ROI BREAKDOWN

ROYALTY SALES 7 X 25% CONTRIBUTION MARGIN - COST OF MAIL = ROI

MAILING COST
\$5,914.38

NET ROI
\$16,157.44

SALES INCREASED

\$69,950 → **\$80,880**

WK JAN 26 TO WK JULY 5TH

THE COMPETITION CRUSHER FORMULA



STRONG SEGMENTATION
REACHED THE RIGHT CUSTOMERS WITH THE RIGHT MESSAGE



DIRECT MAIL CUTS THROUGH NOISE
HIGH-IMPACT OFFERS DELIVERED TO HOMES



SOCIAL REINFORCES TIMING
INCREASED VISIBILITY AND CONVERSIONS



ROI ON REAL CONTRIBUTION
FOCUSSED ON TRUE PROFITABILITY, NOT VANITY METRICS



RE-ENGAGEMENT = ACQUISITION
MAXIMIZING LIFETIME CUSTOMER VALUE



READY TO CRUSH YOUR COMPETITION?

Build Your Competition Crusher Campaign · Take Market Share From Your Competitors

BUILD MY CAMPAIGN