

CASE STUDY

Winback Mailer Scores 18% Redemption Rate for Bite Squad

**RESULTS:**

The retention campaign yielded an 18% redemption rate among customers who received the mailer. It was a huge success, far exceeding expectations.

ABOUT BITE SQUAD:

Bite Squad is an online-based restaurant delivery service operating in 30+ cities across the U.S.

CHALLENGE:

Bite Squad needed to reactivate dormant customers.

SOLUTION:

Bite Squad integrated Inkit with its CRM to send a targeted postcard to customers who hadn't placed orders in the past two months or more.

WHY INKIT:

Speed, Ideas & Dashboards: Direct mail can feel archaic. Getting from concept to homes can take months. The Inkit team brought fresh ideas to show Bite Squad what was best in practice, sparking creative campaigns. Inkit got the postcards into mailboxes within a week of Bite Squad uploading its list and creative to the dashboard.

Integrations: Inkit partners with a number of marketing automation platforms, allowing businesses like Bite Squad to put the power of targeting and event triggers behind direct mail campaigns.

THE CHALLENGE: WHY BITE SQUAD CHOSE INKIT

Customer loyalty is critical to the success of any business, but building a strong, consistent retention program in Bite Squad's industry can be challenging.

As a restaurant delivery service, Bite Squad operates in a growing and competitive industry. Customer loyalty is essential to compete and grow market presence. The brand's retention rate is a key measure of success.

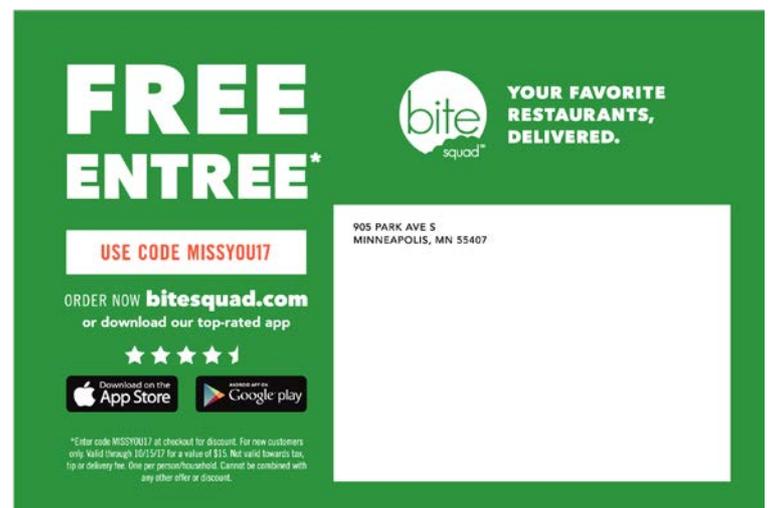
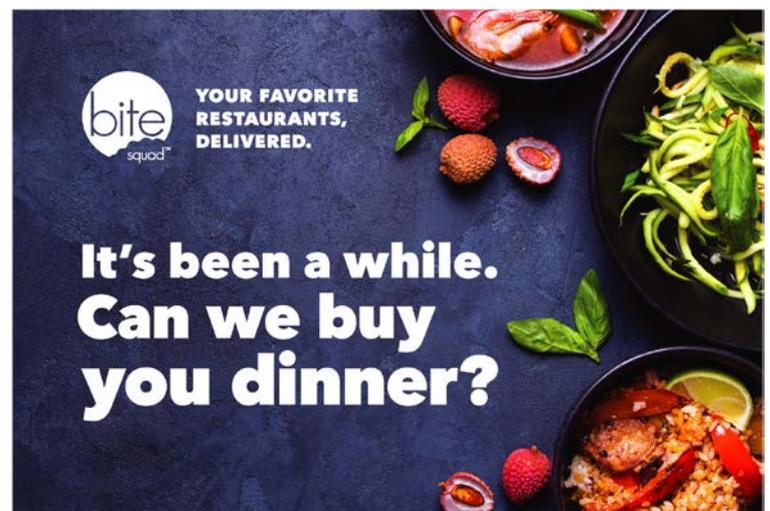
These factors make it incredibly important for Bite Squad to maintain strong a retention marketing strategy.

Direct mail is an effective channel for winback campaigns for one simple reason: The vast majority of Americans open and look through mail from their mailbox every single day (81 percent, according to USPS). Before finding Inkit, Bite Squad used direct mail for acquisition only.

During those early campaigns, Bite Squad's Senior Marketing Manager Mike Black said the company found the traditional direct mail process "sluggish and manual." How can a business run a successful retention campaign when it takes months of back-and-forth and negotiation (and massive batch sizes) just to send a mailer?

Bite Squad chose Inkit because "Inkit modernized direct mail to make it much easier to integrate with our systems," Black said. Inkit offered Bite Squad the first direct mail campaign that successfully targeted and retained inactive customers.

Inkit integrates with Drip, HubSpot, Iterable and Sailthru. Inkit is constantly creating new integrations, enabling all marketers to trigger direct mail right from their CRMs. This allows marketers to create and send direct mail as easily as email.



With Inkit, Black's team uploaded its design into the plug-and-play dashboard and triggered campaigns right from their CRM. The team mailed dormant customers a strong retention offer. Eighteen percent redeemed that offer and converted to active customers.

A TARGETED CUSTOMER RETENTION CAMPAIGN USING DIRECT MAIL

Black's team designed a "miss you" postcard to send to dormant customers. The team used their CRM to pull a database of customers who hadn't ordered within two months. They took a random sample of the selected customers and mailed.

"The time commitment was minimal. From campaign idea to mailbox, it took two months. The bulk of the work was in graphic design and data upload," Black explained.

The front of the postcard featured an appetizing image with a simple, hard-to-refuse offer: Can We Buy You Dinner?

On the reverse side, the call to action asked customers to order now, using a coupon code to receive the free entree. The code and initial email list allowed Bite Squad to track campaign results. Using Inkit, direct mail is trackable and testable just like email. Data fed back into Bite Squad's CRM.

As this was Bite Squad's first foray into targeted direct mail, Black didn't have overly high hopes for the campaign. "We expected a moderate redemption rate on our mailer," he said.

18% REDEMPTION RATE: WHY TARGETED DIRECT MAIL WORKS

It turned out that thousands of customers wanted to let Bite Squad treat them to dinner (who wouldn't?). The campaign netted an 18% redemption rate, performing far better than Black expected. Why did this retention postcard get such great results?

As mentioned above, in most cases targeted direct mail is an appropriate channel for reactivation campaigns simply because the open rates are so high. When your marketing automation platform allows you to identify a disengaged segment, you may only need a way to reach them. Targeted, triggered direct mail is the answer in this situation.

Targeted direct mail is also a natural fit for the food industry, and for Bite Squad's audience in particular. This is because mail is most often opened by household decision-makers, often after the workday while dinner is being planned. Many people who order food for delivery have habits of checking the mail for deals and saving menus and coupons—making Bite Squad's offer all but a done deal.

In addition to Bite Squad's targeted audience being highly likely to open and scan their mail, the postcard was effectively designed. The imagery was enticing; the text was clear and concise and the offer was hard to refuse. Free dinner. No catch. Who can say no to that?

Following Bite Squad's first targeted direct mail success, the company continues to run triggered direct mail campaigns with Inkit.

"Inkit modernized direct mail to make it much easier to integrate with our systems."

Mike Black, Senior Marketing Manager for Bite Squad