

CASE STUDY #2

Ecommerce brand partnered with Money Mailer to boost peak seasonal sales.



Background

National mail-order nursery brand executed a campaign with Money Mailer to measure order lift, targeting 3.5mm unique households.



Analysis

Lift analysis examined changes in number of orders in the mailed versus non-mailed zones. (Summary on next slide)

Results

19.1% lift in new customers within mailed zones

498 incremental orders

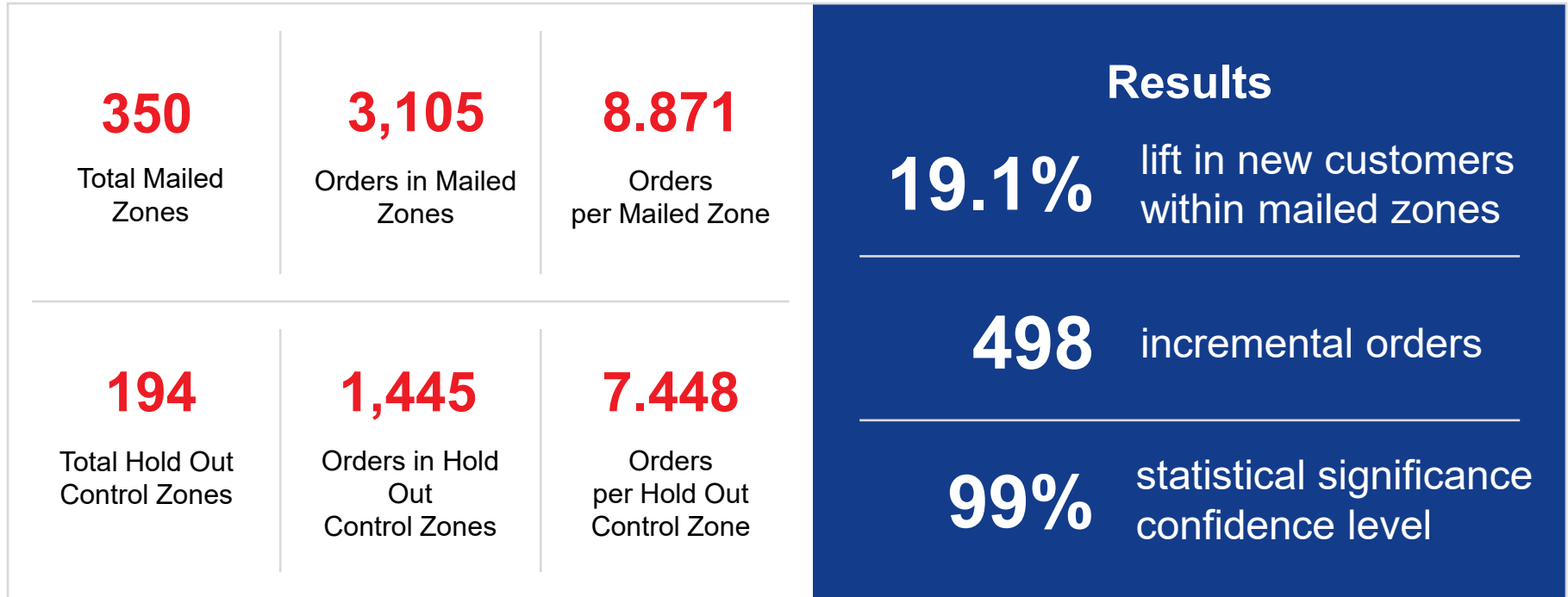
99% statistical significance confidence level

Brand Follow-on Activity

The client is planning significant expansion of its advertising reach and frequency for 2020 campaigns.

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Attribution

Lift analysis precisely measures the orders in test versus control zones.

Incremental orders can only be attributed to the Money Mailer promotion.

Statistical significance of 99% implies the difference in conversion rates is much more than chance.

It can be concluded with 99% statistical confidence that the promotion is responsible for the incremental response.