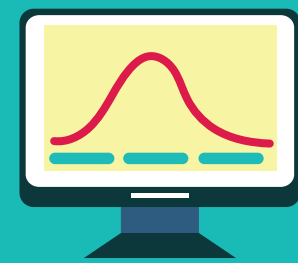# CASE STUDY: MULTI-TOUCH CAMPAIGN
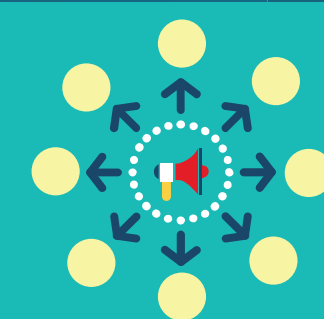
GOAL:

Test multiple campaigns to drive additional purchases from CRM segments without sacrificing overall performance for key tentpole initiatives.

TENTPOLE:

Black Friday / Cyber Monday

IN A NUTSHELL:
Combine CRM clustering and lookalike audiences, sending a few campaigns during September and October to build awareness (and purchase amounts) leading into the holiday season.

WHY IT WORKS:
Postie's data science allows you to find the right audiences for purchases leading up to the holidays. By targeting high and frequent spenders at the same time, through all of Q4, you're priming them for larger purchases when the holiday season actually arrives. It's a surefire way to grow your revenue and gain repeat purchases in Q4.

EXPERT TIP:
Start early, test often! Run pre-tentpole campaigns to test different data sets and then double down on the best-performing ones during your final push.

	SEPTEMBER CAMPAIGN	OCTOBER CAMPAIGN	NOVEMBER CAMPAIGN
Who / When	A combination of email signups and recent purchasers	30 days later; converters from September campaign, plus additional purchasers	30 days later; converters from September and October campaign, plus additional purchasers
CVR	11.04%	18.68%	11.13%
CPA	$4.69	$2.60	$4.17
ROAS	10685.56%	17791.91%	8661.82%
AOV	$501.37	$462.87	$361.00
Reach	50,000	6,445	30,000

KEY TAKEAWAY:
October was more targeted to a smaller group, and saw very high results across the board. Upon proving out the repeat mailer worked, it was done again in November, still wielding out-of-this world results across the board.