



CASE STUDY

Riversol

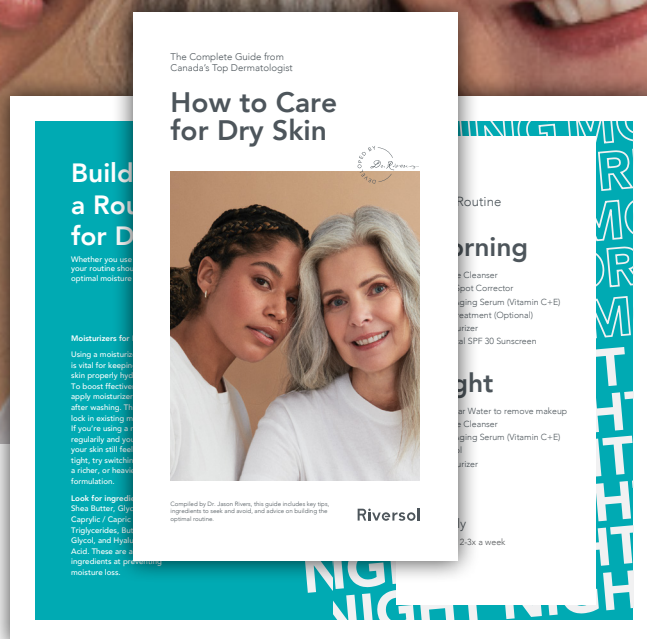
More than skin deep

Riversol samples direct mail for retention, discovers a powerful way to win back customers.

Founded in 2002, Riversol is a Vancouver-based brand that sells safe, anti-aging skincare products across North America. With a focus on people dealing with sensitive skin, the company's line boasts products free of harmful ingredients, including fragrances, dyes, sulfates, and formaldehydes.

The largely ecommerce brand links its success to customers trying its products before making a purchase. To date, Riversol has mailed more than one million 15-day sample kits to existing and potential customers via Canada Post Personalized Mail™.

"We try to help people achieve their best skin so they can live their best life," said Dr. James Macdonald, Riversol, Managing Partner. "To accomplish that, we want them to try our products out for free by requesting them through the website, see how they work, and then start a relationship from there. That's how we build trust with customers."



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THE POSSIBILITIES OF DIRECT MAIL

There are so many options, so many possibilities we see with direct mail. We are excited at what the future holds. Additionally, this has been a natural extension of our relationship with Canada Post. So much of our success depends on the Canada Post team, its incredible parcels delivery network, and the marketing expertise we needed to execute a campaign like this.”

Dr. James Macdonald

Riversol, Managing Partner

To learn how Canada Post can help you optimize your marketing strategy, go to canadapost.ca/smm.



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Moving beyond the sample

Not every free sample request turns into a sale – but every free sample request is an opportunity.

Riversol uses information gathered from requests to build its customer connections with communications promoting new products, seasonal skincare tips, or simply upcoming sales.

Previously, the company leaned solely on digital channels, largely email, to do that. But technical challenges getting accurate open rates made connecting via the inbox unpredictable. Add in noisy social media channels and uncertain search results, and it's no wonder the company wanted to explore additional ways of getting its message heard.

"We saw a growing group of people who were taking our samples, but never getting our full story. We needed a way to get them the information about us and our products," Macdonald said. "While direct mail was a new marketing channel for us, trying reactivation through it was something we were interested in."

Making a physical connection

Riversol wanted to see if their intimately physical product needed an equally physical marketing solution like direct mail to reconnect with customers.

Focusing on reactivation, the company designed a nationwide direct mail campaign with creative built around skincare tips for winter and a promo code for 15% off their next purchase to drive customers to their website. The eight-page brochure provided tips about caring for dry skin and information about the benefits of Riversol products.

There were no samples included – just a reminder that they were there to help.

Using first-party data, Riversol sent the Personalized Mail campaign in two waves: a larger first wave to lapsed customers in October, and a smaller second wave in November that included customers who did not make a purchase after requesting a sample.

During the direct mail campaign, the company continued its usual digital marketing efforts, including social and search, but they were interested in how differently the customers receiving direct mail would respond.

Inspiring results

Overall, customers receiving the direct mail ordered 21% more items than those who were only exposed to digital channels. It was the kind of results that opened up a promising channel to explore going forward.

Riversol was so impressed with the results of the campaign that they have decided to continue with direct mail as another winback option moving forward. They also plan to test further, looking at how more impactful creative, different offers, and new targeting ideas can help better captivate customers.

Campaign at a glance

Initial mailing: Personalized Mail™

Targeting: Lapsed customers and non-customers who had previously requested a sample but had not purchased Riversol products.

Timing: Pre-winter season

Reactivation strategy:

- Two-wave direct mail campaign
- 8-page brochure outlining winter skincare tips and the benefits of Riversol products
- Customers offered 15% discount on their next purchase on the Riversol website

Results: Customers receiving the direct mail ordered 21% more items than those only exposed to digital channels.

Find out how our direct mail solutions can boost your performance. Contact your Canada Post representative or reach us at 1-866-282-8053.



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