

EPSILON®

Abacus ]

thisworks®

24HR SKIN SOLUTIONS

## Introducing This Works

**This Works is an award-winning natural beauty brand established in 2003. It offers a range of innovative and clinically supported products that address the different skincare needs faced over a 24-hour period.**

In 2014, digital targeting was in its relative infancy and with new ownership and aggressive customer acquisition targets, This Works needed to explore new channels that would reach quality customers at scale.

This Works knew that their best customers were those who would purchase across the breadth of the product range. They identified direct mail as a channel that could provide richer content and the right audience, that could be targeted through similar lookalike profiling to their previous Facebook advertising, to enable this.

As direct mail can have a higher cost per acquisition than digital channels, justifying the initial investment with investors centred around the quality of potential new customers that would be recruited and the value they would provide in the long-term.

### Creating the Perfect Campaign

Working alongside Epsilon Abacus and organisations such as Royal Mail, This Works was able to identify the efficiencies and cost savings that would make their first direct mail campaign as tight as possible.

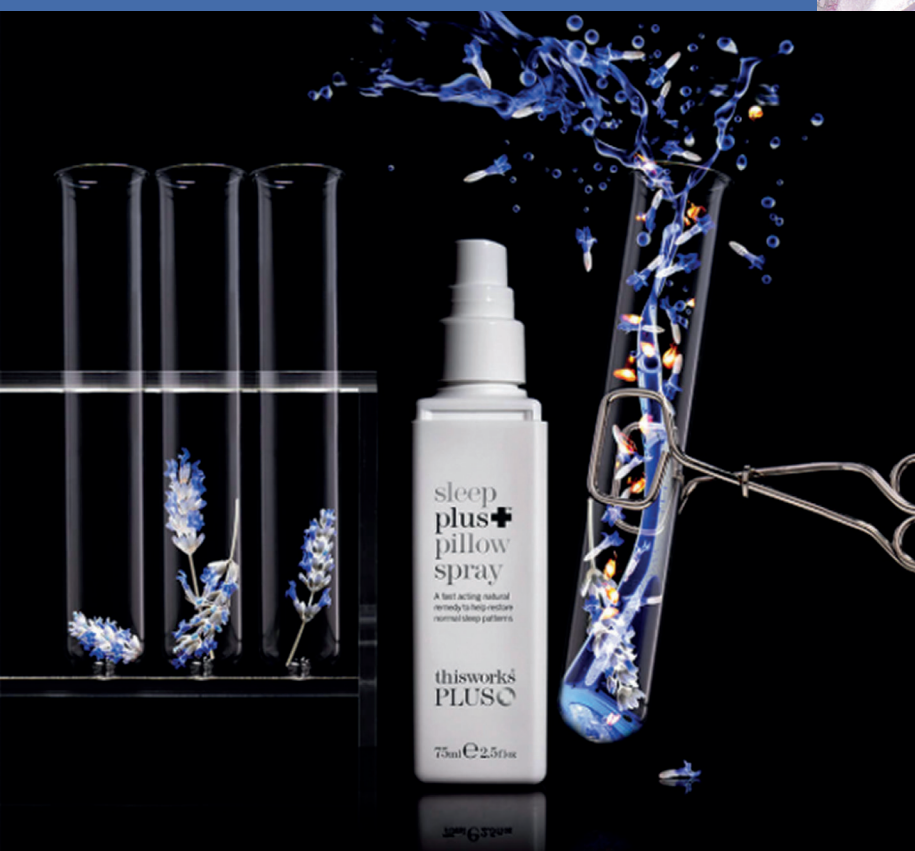
This Works started by testing audiences with the highest propensity to purchase in order to prove the concept and performed a series of test mailings over the following six months to steadily increase their reach whilst maintaining the quality of new customers recruited.

Using a 28 page, A5 sized catalogue has enabled This Works to present their brand, core messages and product options in a richer format directly to their target audience. This approach entices prospective customers to continue purchasing throughout the catalogue's life in the home, leading to bigger baskets and higher average order values. Direct mail is always layered with digital campaigns to maximise customer conversion.

### The Results

Since the first campaign in 2015, This Works has achieved:

- 300% database growth with 10% of those new customers attributed to direct mail
- 28% higher first order AOV than the average across other acquisition channels
- 34% higher first year spend and 47% higher spend in first 2 years vs the average
- Increased mailings to six campaigns per year and increased volume by 5 times



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Direct Mail consistently delivers our best customers compared to any other channel. Those recruited spend more on their first order, have higher lifetime values and are more likely to remain active buyers in the future. We are essentially buying VIPs. Compared to the transience of some digital media, direct mail allows you to really tell the story, to engage, and ultimately to convert with higher basket values and items per order.



Joe Fletcher, eCommerce Director, This Works.



Trusted by



SPOKE

**"We invest in channels that work and our relationship with Epsilon Abacus has ensured direct mail has become an effective one for driving sales for Biscuiteers."**

Nicola Downes  
Head of Marketing  
Biscuiteers

**"Direct mail has opened up an exciting new front door for SPOKE. When we send catalogues, we see the combined power of offline and online working together to raise overall performance."**

Alan Friggieri  
Head of Customer Marketing  
SPOKE

BLOOM&WILD



**"The quality of prospects is really encouraging. It's not the cheapest channel but they repeat more than some digital channels and also spend more."**

Jim Warren  
VP of Marketing  
Bloom & Wild

**"Data tagging has allowed us to mail beyond our 37-month file to those people who are still actively spending in other direct commerce markets."**

Sarah Watson  
Marketing Director  
Wentworth Wooden Puzzles

BEAUFORT & BLAKE  
LONDON

SUNUVA

**"We will continue using an integrated channel approach but regard the catalogue as critical in that mix."**

Sam Pullin  
Founder & Director  
Beaufort & Blake

**"When we decided to trial direct mail, we found there was a circle of support from printers and Royal Mail through to the Epsilon Abacus Alliance so, whilst it's scary at the outset, when you find the right partners there is support to make it work. Over the last 18 months we have scaled our print to 3 times the original print run thanks to the results we achieved."**

Bunty Stokes  
Managing Director  
Sunuva

**Find out more:**

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