

CASE STUDY

chico's

HAPPY BIRTHDAY

chico's
PASSPORT REWARDS



OH, YES!
— STYLE EVENT —
30% OFF
ENTIRE BOUTIQUE*

PASSPORT MEMBERS
TAKE AN EXTRA 5% OFF*

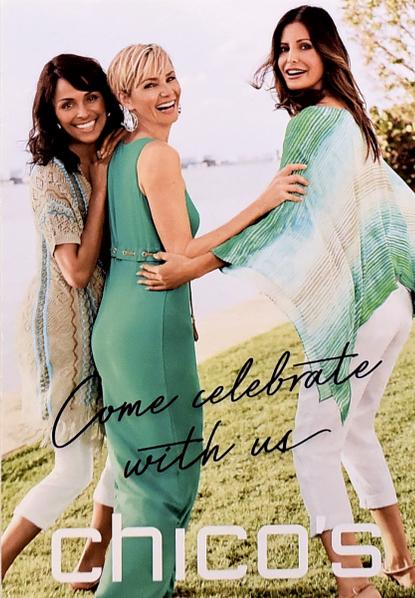
chico's

STYLE
my way
EVENT
25% OFF
ENTIRE BOUTIQUE*



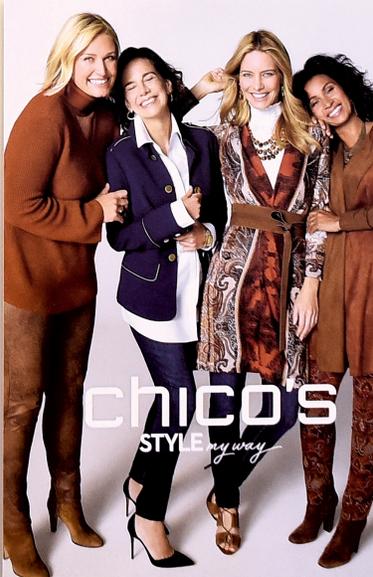
PASSPORT MEMBERS TAKE AN EXTRA 5% OFF

chico's



*Come celebrate
with us*

chico's



chico's
STYLE my way

Chico's saves \$500K annually by lowering postage expenses.

Putting our extensive mail knowledge to use.

THE PROBLEM :

Chico's was mailing millions of first class postcards to their customers across the country and paying the price to do so. With Baesman's help they saw an opportunity to improve the consistency of meeting very tight and critical in-home dates and lower the postage cost of a 4.25 x 6 postcard.



THE SOLUTION :

Our team at Baesman worked with Chico's to transform their whole postcard program in its entirety. Our knowledge and ability to go deeper into the postal system allowed us to switch the postage from first class to standard rates, while also implementing direct ship and co-mingling discounts.



THE RESULT :

Our strategic location, in the heart of the Midwest, along with shipping directly to Sectional Center Facilities (SCF), gave us the opportunity to consistently hit the in-home dates Chico's required. Thrilled with their savings and consistent delivery dates, Chico's transitioned all of their brands to the Baesman program.

- o \$0.02 per card reduced on postage, by taking advantage of co-mingling and SCF discounts
- o \$500,000 saved per year in postage

