NAVISTONE®

Solutions at Work

PROBLEM

Design Toscano wanted to identify site visitors who were browsing specific categories and were highly engaged, but left without making a purchase.

SOLUTION

NaviStone® Postcard Program was used to reach visitors based on category engagement offering a highly individualized and timely customer experience.
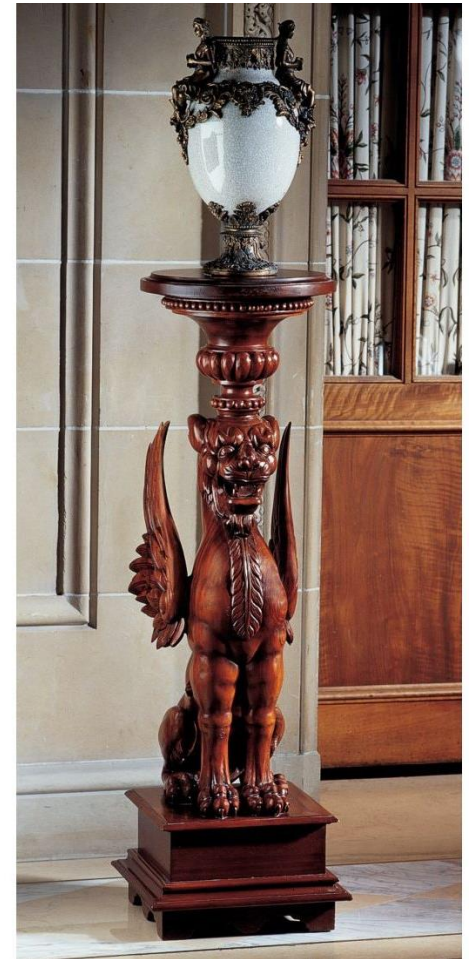
4.46%	$9.39	12.52x
Response Rate	Revenue / Piece	ROAS

design TOSCANO
expect the extraordinary for home and garden

PROBLEM

Renoviso needed to find a new scalable channel to acquire home renovation customers and lower their acquisition cost.

SOLUTION

NaviStone® Turnkey Postcard Program was launched to retarget high-intent visitors to their site at the product category level via the power of personalized direct mail.

30:1
ROAS

We brag about the level of service and the performance of our NaviStone spend all the time. We're excited to scale our partnership as we scale our business."
Paul Buonopane, Renoviso

HireHaven

RENOVISO

PROBLEM

Touch of Class is always looking for sources of new customers. They needed to drive greater demand from the consumers visiting their website.

SOLUTION

NaviStone® Prospecting allowed Touch of Class to mail catalogs to highly qualified website visitors who had browsed their site but did not purchase.

35%
more productive list source

95%
unique to traditional sources

"Innovative new sources of customers come along very rarely in our industry." *Fred Bell, Co-Founder"*

Touch of Class®
A Home Like No Other®

This marquee retailer of home furnishings & décor had been experiencing un-paralleled growth since its inception.

PROBLEM

Over the past year, growth had plateaued as new sources of likely customers were unavailable. The best source of new customers for this retailer were the consumers who had already visited their website.

SOLUTION

NaviStone® Postcard Program enabled this advertiser to leverage the power of browsing data and communicate with "handraisers"; those consumers already showing intent to purchase.

> " We only run programs that are delivering a positive ROI. And we are rolling out to your program."
> **Sr. Marketing Manager**

PROBLEM

An eCommerce site for buying mattresses struggled to meet their cost-to-acquire goal of $50. They had site visitors who were highly engaged, but who left without making a purchase.

SOLUTION

NaviStone® Postcard Program was used to drive site visitors back to the site through highly individualized and timely customer outreach.
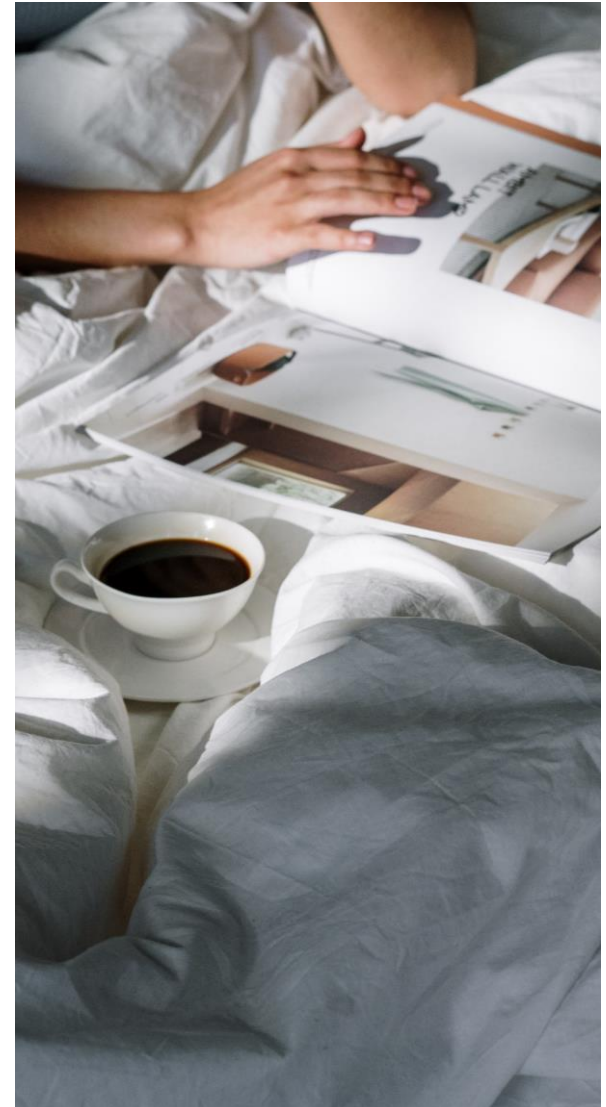
$750+
Average Order Value

Less Than
$30
Cost to Acquire

$20+
Revenue Per Postcard Sent

PROBLEM

Tea Forte wanted to convert qualified site traffic while increasing their ROAS and driving down their overall cost to acquire.

SOLUTION

NaviStone® Postcard Program was used to drive strong website prospects to convert. Several versions of creative were tested to find that the more categorized the offer such as "gift sets", the better the result.

3.71x
ROAS

4x
ROAS Holiday

Tea Forté™

PROBLEM

Bluestone Perennials needed to identify and convert highly profitable cart abandoners who could not be reached via email.

SOLUTION

Through our partnership, they implemented a NaviStone® Postcard Program and were able to reach and retarget to previously unidentifiable cart abandoners via the power of direct mail.

6.14% Response Rate	**14%** Growth vs. Prior Season	**11x** ROAS

PROBLEM

A trendy apparel brand wanted to convert prospects and customers into first-time and repeat buyers but struggled to hit KPIs for their prospecting and reactivation efforts.

SOLUTION

NaviStone® Postcard Program was used to identify website visitors who were highly engaged but left without making a purchase. Site visitors received individualized and timely direct mail outreach, driving them back to the site or store to convert.

35x	**15%**	**$30+**
ROAS	Response Rate	Revenue Per Postcard Sent

PROBLEM

A popular apparel brand wanted to identify website visitors who were highly engaged, but left without making a purchase.
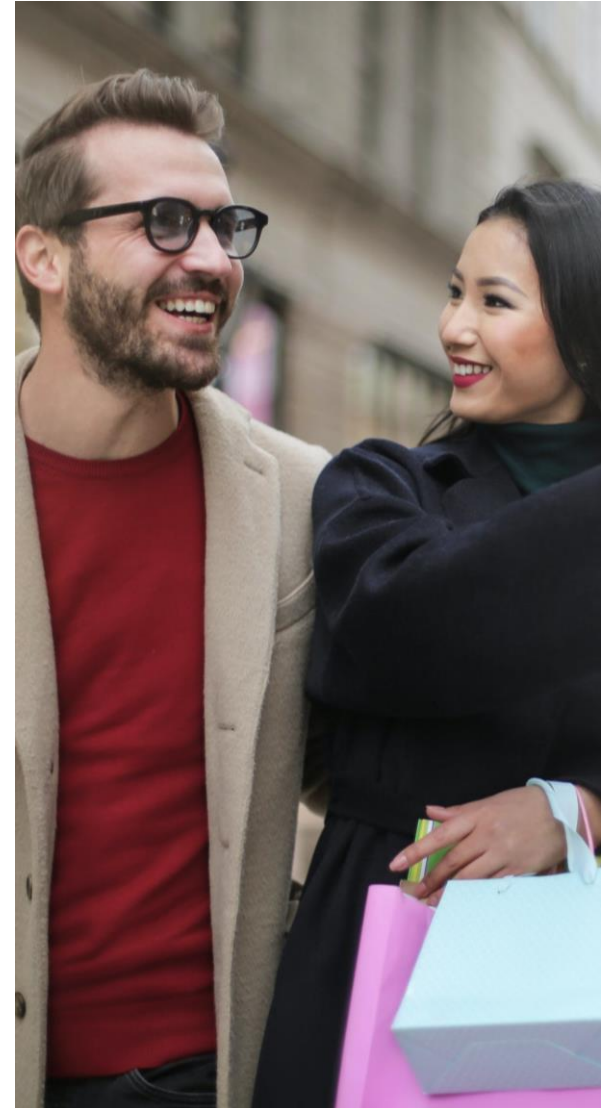
SOLUTION

NaviStone® Postcard Program was used to drive site visitors back to the site or store through highly individualized and timely customer outreach.

7x	**3.5%**	**$5+**
ROAS	Response Rate	Revenue Per Postcard Sent

PROBLEM

A national apparel brand had an abundance of website traffic, but was struggling to convert visitors into online or in-store customers.

SOLUTION

NaviStone® Postcard Program was used to send a timely and personalized direct mail postcard to site visitors showing intent, which helped convert browsers

3x ROAS	**4.75%** Response Rate	**$2+** Revenue Per Postcard Sent

PROBLEM

A women's apparel brand needed to identify profitable prospects to target via their catalog and identify current customers that are likely to make a repeat purchase in the near future.

SOLUTION

NaviStone® Prospecting outperformed all other sources and NaviStone® Reactivation provided >$8/book, consistently performing at this rate for each mailing.

Source	Response Rate	$ / Book Index
Co-op 1	96	102
Co-op 2	98	86
Co-op 3	102	97
NaviStone	**112**	**102**

PROBLEM

This advertiser has two distinct types of site visitors with two distinct goals for visiting the site: need to recruit consigners and convert and upsell buyers.

SOLUTION

NaviStone® Prospecting was used to support an initial test focused on driving new consigners.

3X
Increase in performance over holdout group

PROBLEM

An eCommerce site for buying luxury watches wanted to identify site visitors who were highly engaged, but left without making a purchase.

SOLUTION

NaviStone® Postcard Program was used to drive site visitors back to the site through highly individualized and timely customer outreach.

<table>
<tr><td>**$3,900**
Average Order Value</td><td>**15+**
Incremental ROAS</td></tr>
</table>

PROBLEM

An artisan jewelry eCommerce site already leveraging a traditional direct mail program was looking to add incremental records to their catalog circulation plan to expand their current direct mail efforts and drive revenue.

SOLUTION

NaviStone® Event was an incremental strategy added to their plan targeting prospects and lapsed buyers who showed an intent to buy through their browsing behavior.

Lapsed Buyers
2.6% Response Rate
$110 Average Order
Value

Prospects
1.6% Response Rate
$120 Average Order
Value
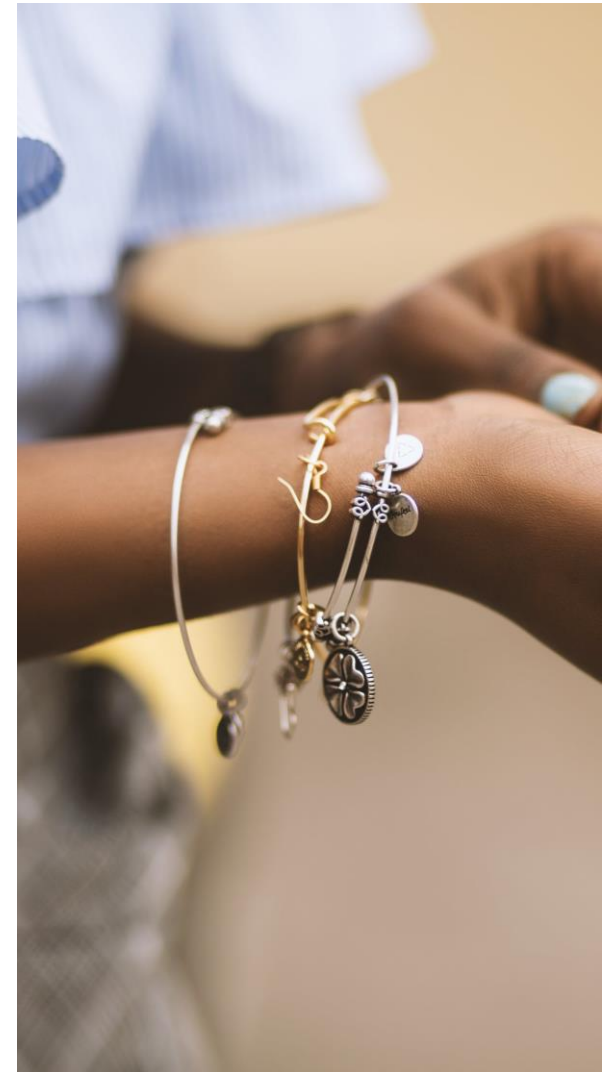
PROBLEM

DHC Cosmetics was unable to mail lapsed customers profitably. Maintaining current customers and reactivating lapsed customers is a critical component of their growth strategy.
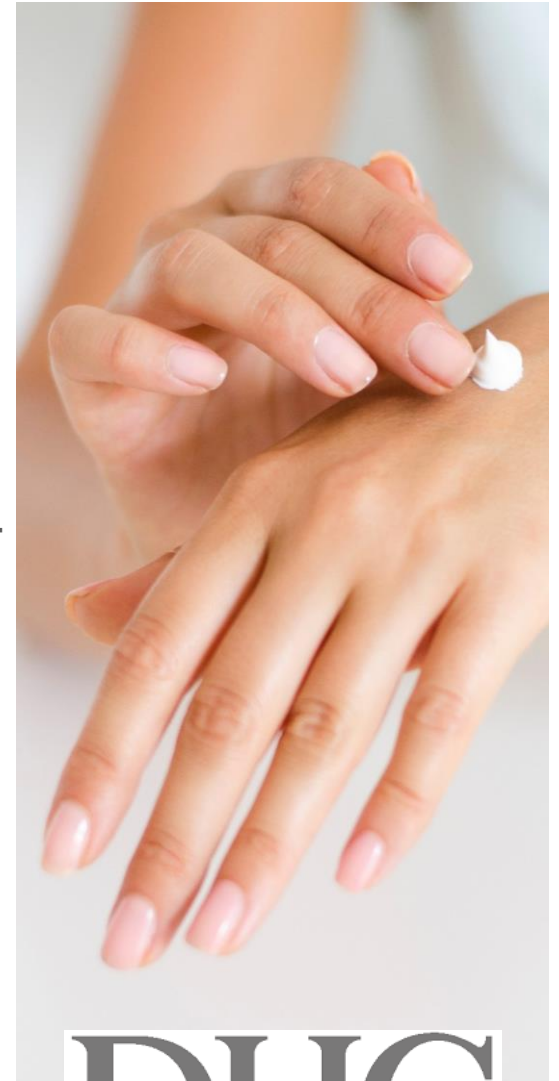
SOLUTION

NaviStone® Postcard Program was used to quickly re-engage with lapsed customers visiting the site.

Outperformed control by
51%

Outperformed external optimization by
146%

DHC

Meal Kit Service delivers 37x ROAS

PROBLEM

The meal kit delivery provider had an abundance of web traffic, but was struggling to convert visitors into subscribers.

SOLUTION

NaviStone® Postcard Program

$28.70	3.1x
Revenue / Postcard	Incremental ROAS

PROBLEM

An eCommerce site for buying nutritional supplements wanted to identify site visitors who were highly engaged, but left without making a purchase.
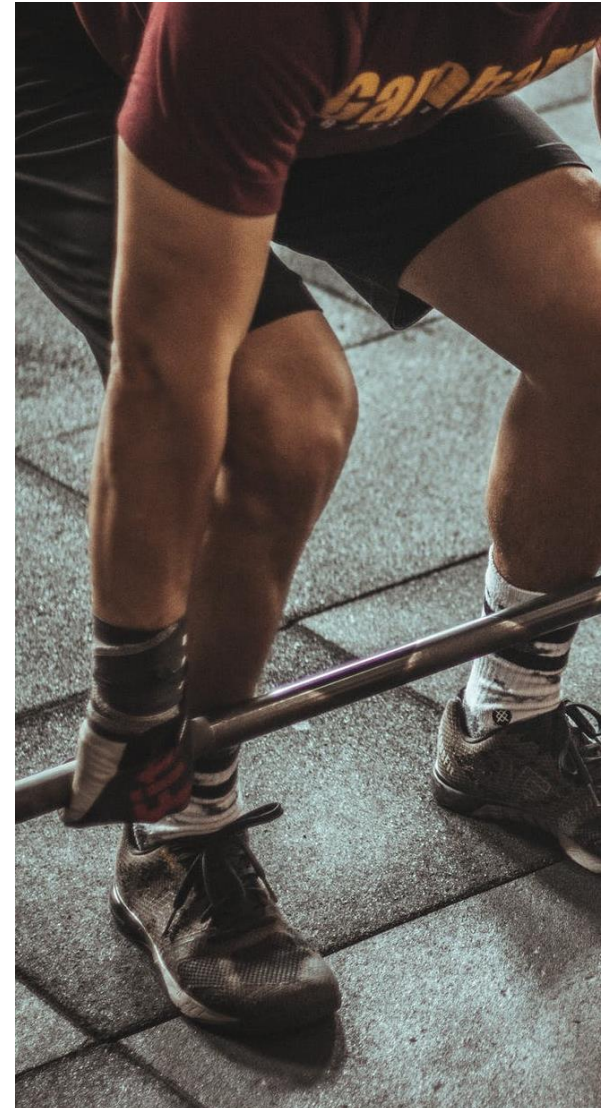
SOLUTION

NaviStone® Postcard Program was used to drive site visitors back to the site through highly individualized and timely customer outreach.

13x
ROAS

8%
Response Rate

**$10+**
Revenue Per
Postcard Sent

PROBLEM

A leader in travel is unable to accommodate bookings online. Purchases require additional information that the website cannot provide, requiring additional support and follow up. Visitors often leave the site without providing contact information to allow for that follow up.

SOLUTION

NaviStone® Prospecting for lead generation drove visitors back to the site to provide additional contact information.

210%
Improvement in the productivity of direct mail
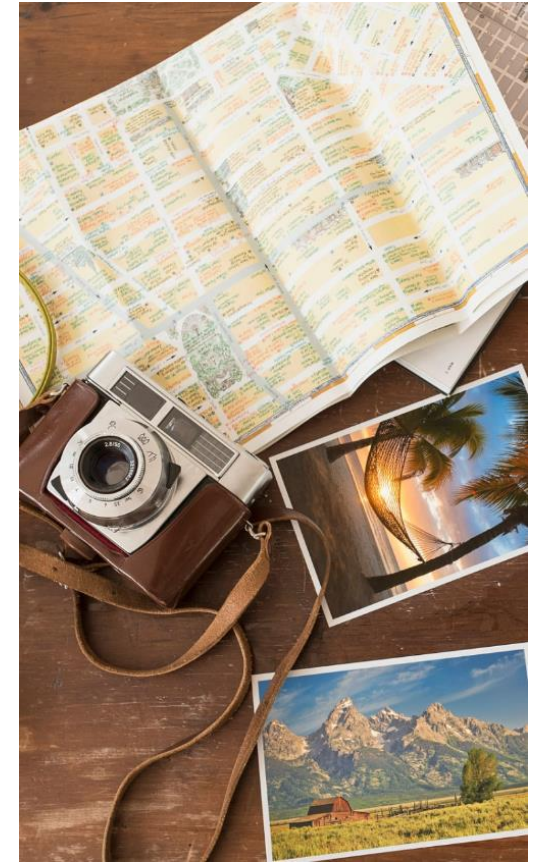
Leader in
Travel Industry

PROBLEM

A luxury travel and hospitality company had a specific goal of driving bookings from recent site visitors. Yet, they saw low response rates for their retargeting efforts.
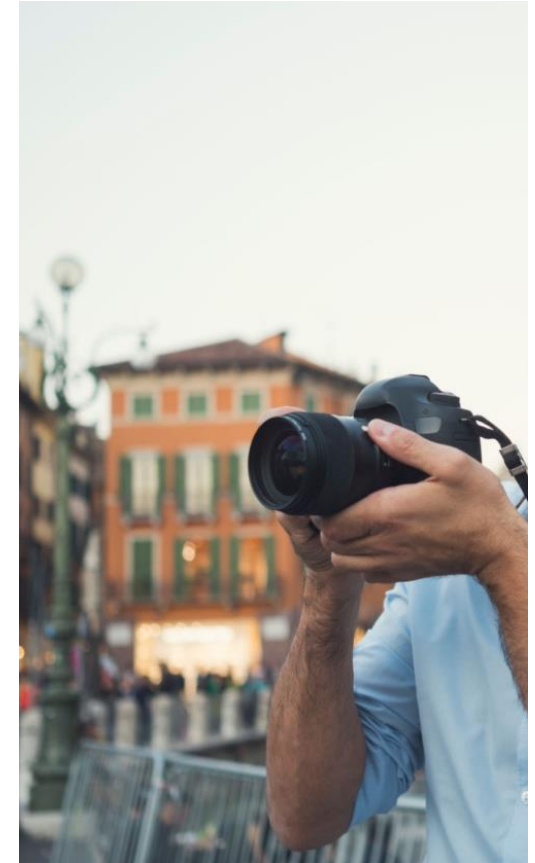
SOLUTION

NaviStone® Personalized Postcards were sent within 24 hours to site visitors showing interest in specific categories, offering a highly individualized and timely customer experience.

40%
Increase in Response Rate

40+
Incremental ROAS

Leader in Travel Industry

PROBLEM

Direct mail was a key part of the marketing strategy for this luxury travel company. They were looking for ways to increase response rate and improve return on ad spend but didn't know what would help.
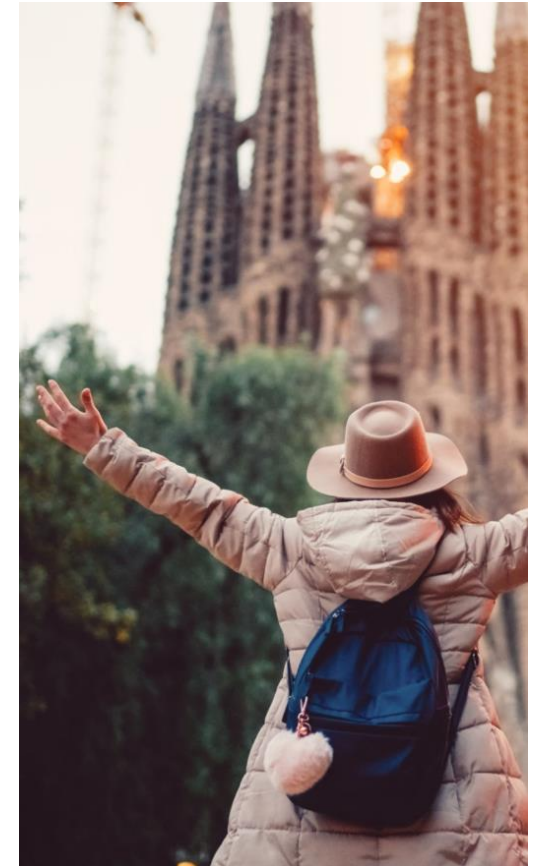
SOLUTION

NaviStone® Hotline was used to boost performance of existing direct mail efforts by leveraging high-scoring site visitors as an augment to their audience. This led to a highly individualized and timely customer experience.

| 2%	60x
Increase in Response Rate	ROAS

Leader in
Travel Industry

PROBLEM

A leading travel advertiser has a 20MM+ CRM file but with only limited consumer data. As a result, they have been unable to develop a contact strategy to maximize sales.

SOLUTION

NaviStone® Data Append was used to identify daily visitors to their website and append browsing behavior for active and lapsed customers. This allowed for modeling to determine who should be mailed personalized content.

5%
Average Order Value Improvement
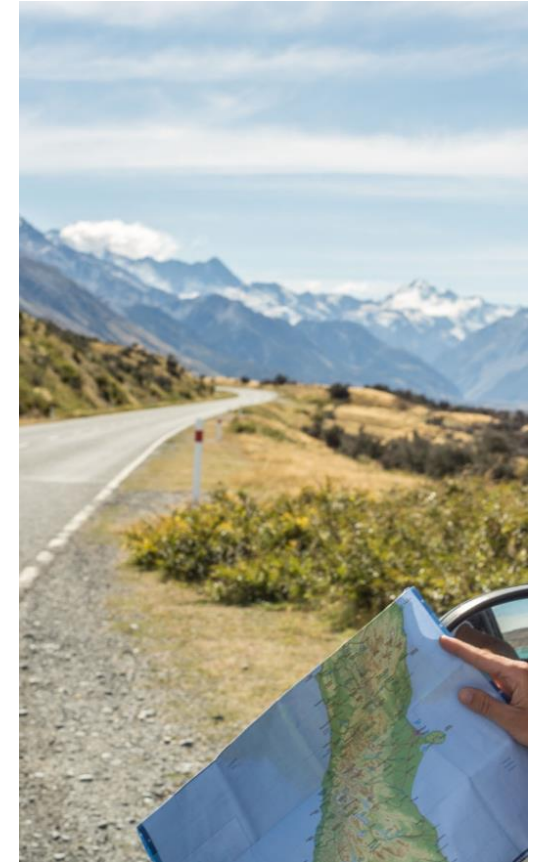
Leader in
Travel Industry

PROBLEM

This hospitality company had a specific goal of driving bookings from site visitors who searched for available dates but didn't book.

SOLUTION

NaviStone® Personalized Postcards were used to target visitors who were planning to book 3+ weeks in the future, with the property of interest, offering a highly individualized and timely customer experience.

2.9%	**$9.00**	**24x**
Response Rate	Revenue/Postcard	ROAS

Luxury Brand Hospitality

PROBLEM

This home brewing and wine making company could see how much site traffic they were getting but couldn't differentiate between prospects and past customers and the traffic wasn't translating into sales.

SOLUTION
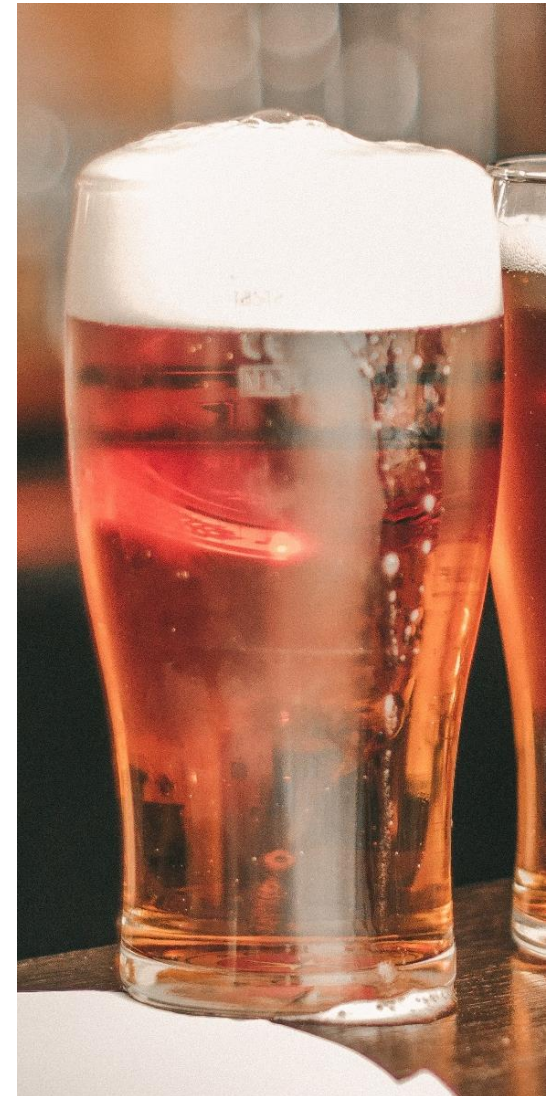
Through NaviStone® Postcard Program, we were able to identify prospects vs. past customers, tailor personalized messaging to each audience and drive new customers as well as reactivate lapsed customers.

Lapsed Buyers	Prospects
8.65% Response Rate	6.91% Response Rate
$3.26 Revenue/Postcard	$4.07 Revenue/Postcard
4.35x ROAS	5.42x ROAS

PROBLEM

An online university was looking for an effective way to convert website browsers into qualified leads and ultimately into enrolled students.

SOLUTION

NaviStone® Postcard Program was used to send a timely direct mail postcard to site visitors showing intent, which helped convert browsers into qualified leads or enrolled students at a far lower cost than other retargeting efforts.

$50+	**$2,500+**
Savings in Cost Per Lead	Savings in Cost per Enrolled Start

PROBLEM

This online financial lending institution needed to drive additional loan & refinancing applications. Visitors were leaving the site without providing a means to follow up.
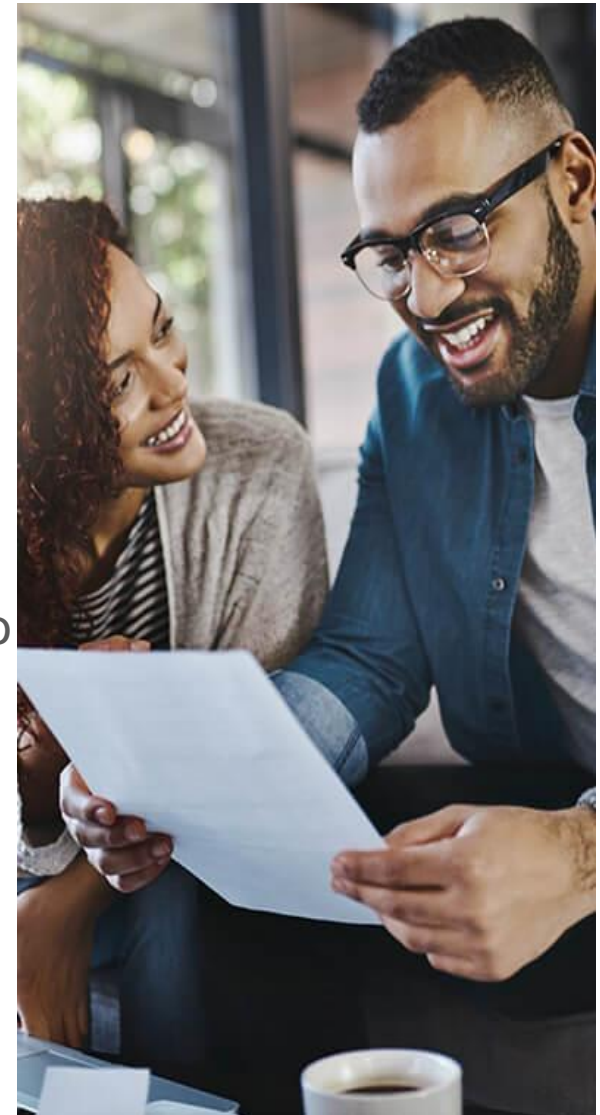
SOLUTION

The NaviStone® Hotline solution was used to send daily files to the advertiser's printer, support a daily postcard program and drive visitors back to the site to provide this information.

10.9%
Response rate

45%
Of returning visitors took 5+ actions

PROBLEM

This top pet retailer wanted to create a very targeted campaign focused on sign up for services available vs. the purchase of products available.

SOLUTION

NaviStone® Postcard Program was used to identify those site visitors that visited a very specific part of the website, and brought the postcard into the retail store when using one of these services. Postcards were sent 1st class mail to daily site visitors. Names were tested against a hold-out panel to determine incrementality.

11.42%
Response Rate

343%
Lift Over Holdout
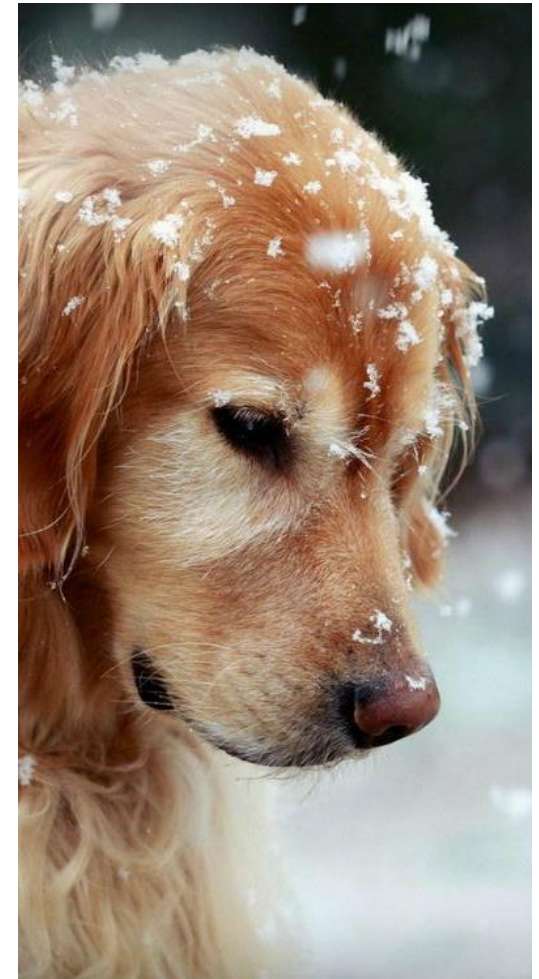
Leading Pet Retailer

PROBLEM

Bavarian Autosport faces unique challenges as a niche company. Results from mailing traditional sources of catalog prospects have declined in recent years to the point where the company could no longer profitably mail to prospects.

SOLUTION

NaviStone® Prospecting allowed them to mail catalogs to their own site visitors.

> " Because our market is both narrow and seasonal, these results are really encouraging. It makes sense that NaviStone® would perform in niche situations where traditional prospect sources do not." **Jay MacNamee, Director of Marketing**

BAVARIAN ®
autosport
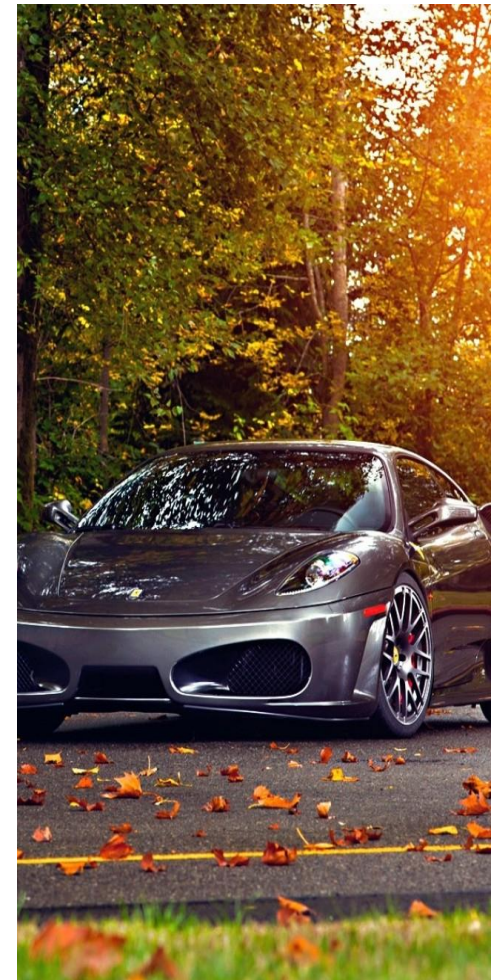
PROBLEM

After considerable effort to increase site traffic, this advertiser wanted to know if they could impact conversions through the use of another media channel.

SOLUTION

NaviStone® Prospecting was used to determine if site visitors would be responsive to receiving a catalog in the mail. Across three mailings, overall performance was strong.

174
$/Book Index

194
Response Rate Index

WHAT OUR CLIENTS ARE SAYING ABOUT US

"NaviStone postcards have been a real godsend in the sense that it's given Design Toscano opportunity to test something new that is working really well that bridges Direct Mail and our website in a way that we are able to scale."
Stephanie Stopka, Global Business Account Manager at Design Toscano

"We introduced postal retargeting through NaviStone, and can I say, the results were mind blowing. If you aren't doing these then you are missing the boat."
Senior Managing Director at Free People eCommerce and Brand Marketing

"Our website visitors come to us with a purpose in mind. It makes sense that the intent data would perform in niche situations where traditional prospect sources do not."

"NaviStone targets the more engaged site visitors with a personalized postcard, and they provide the service as a turnkey program at a very reasonable price. And the response rate has been eye-catching."

"Innovative new sources of customers come along very rarely in our industry"