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—Laurie Dunlap
Founder and CEO
Blue Canoe

E-commerce Apparel Retailer Gets 8x ROAS with Postcard Retargeting

Every business has a website, and every website has the challenge of converting its visitors. **On average, 97% of website traffic remains unknown, and unconverted.** In addition, while digital retargeting is important for keeping brands in front of visitors, the cold hard facts are that 30% of devices have ad-blocker software (and that rate is growing), and response rates on digital ads are typically only 0.07%, meaning over 99% of the purchased impressions aren't actually clicked.

This most specifically affects e-commerce companies. In the absence of a physical storefront, website conversion is the lifeblood of e-commerce businesses. This means that even the

best online marketers need additional ideas and tactics to help convert online browsers into real buyers.

Blue Canoe is a stand-out women's apparel retailer that creates chic, feminine, stylish, American-made organic women's clothing. They have everything a niche e-commerce apparel company would want: a clear mission and origin story; unique, cohesive, integrated product lines; fantastic reviews; and a devoted customer following.

With the intense competition for web traffic in the online apparel space, **Blue Canoe was looking for better ways to convert the intentional visitors who did visit their website.**

Laurie Dunlap, founder and CEO, was open to new and innovative ways to continually adapt her marketing. She teamed up with her catalog marketer, Wayne Doleski at Black Bee Marketing, to approach Modern Postcard about their newest marketing channel: **Postcard Retargeting. Called Modern iO, this channel captures website visitors, matches about 50% to mailable addresses, and mails postcards each day to those unknown and unconverted website visitors.**

Laurie and Wayne worked with the team at Modern iO to develop a strategy based on her most popular product and the Abandoned Carts, targeting visitors who showed the most interest and



intent to purchase. The set-up was free and simple: just a simple, lightweight tag placed on the website.

“Three days after we placed the tag on our site, we saw the metrics and got very excited,” said Dunlap. “There’s a gut-level reaction to seeing how many visitors left your site but could be mailed to each day. When Wayne and I spoke about the new channel, it was a way to reach all of those missed opportunities. We’ve mailed catalogs to a purchased and in-house list, but this channel was different: my very own list that no one else could mail to. **So when Modern iO showed how we could reach these unconverted visitors – every day – with postcard retargeting, we decided to give it a try.**”

Modern iO has no minimums, no set-up fees, and no contracts. And they make it easy for any retailer to get started by setting a daily cap that makes the most sense for that business. Since Blue Canoe’s traffic – and available cards – exceeded her initial budget, Laurie started with mailing to about 30% of the daily total.

Before launch, Dunlap and Modern teamed up to set benchmark metrics that could gauge performance. “Since this was such a new channel for us, we didn’t know what to expect. We were – at first – simply hoping for a positive response. Since I suppressed out my last 18 months of purchasers, we knew we would be marketing to brand-new customers and reactivating older ones.”

“We started with the idea of a 45-day test and then do a match-back to see what came back. Having done catalogs before, I was familiar with the match-back process.” A matchback is where the customer sends a file of purchase data, and Modern iO matches that data to the cards mailed in the program.

“We are thrilled with the results,” Dunlap said. “My cost per conversion was so low that we’re now seeing 8x Return on Ad Spend. And, when I factor in Lifetime Value, it’s 19x return.” And, importantly, they were able to measure the cost per new customer acquisition. “What I’m so pleased about is that about 80% of the responders are NEW customers. For our business, getting brand new customers is crucial, because they stay loyal.”

By using a combination of measuring conversion via the Modern iO dashboard and the pure matchback, Dunlap, Doleski, and the Modern iO team proved an ROAS that was about double their initial expectation for a new channel. In addition, the Modern iO reporting dashboard shows there are more opportunities available in their campaigns. With mailing to just about 50% of the available traffic, there’s room to have the program grow.

“Modern iO developed a dashboard that shows us the number of daily visitors and the mailings,” noted Dunlap. “Along with a dynamic map that ‘pins’ where the mailings are going, we have incredible visibility – and transparency – to our campaign.”

The Modern iO program has no daily minimums or maximums, so Dunlap and Doleski have complete flexibility with the budget and volume of postcard retargeting channel to blend with her other marketing mix.

“What Modern iO has done for my team is reduce risk and maximize return. This channel is a new and powerful way for us to engage my audience that has already shown an interest in our apparel. It’s a game-changer for our marketing.”

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