



PROJECT: BACKROADS PERSONALIZED DIRECT MAILER
Segment: Direct Marketing: Lead Generation

Program objectives

- Encourage existing customers to book another trip with a travel company that offers high-value "active travel" vacations. (Repeat customers were known to spend 2-3x as much on subsequent trips.)

Significant results reported by user

- In a live A-B mailing to existing customers, the personalized mailer produced twice the response rate compared to those who only received a standard catalog.
- Also doubled revenue per customer.

