

deal united generates a higher sales volume than comparative advertisers do
gutscheinbuch.de* reactivates former buyers successfully thanks of deal united

Initial situation

The Kuffer Marketing GmbH successfully sells the very popular voucher book all over Germany on its internet platform. The key factor is to increase the clients' life-time value and to focus on the reactivation of one-time buyers. Mailings are especially promising as Gutscheinbuch.de has acquired a large client base.

Therefore a mailing was launched offering a free voucher book to the customers when return to opening an internet bank account. This happened in cooperation with a deal united advertising partner. Nevertheless the sales volume was far behind expectations.



Campaign facts

Merchant:

Kuffer Marketing GmbH

Strategy: Incentive and reactivation of one-time buyers by the help of very attractive free offers

Advertising media:

Email, landingpage

“With deal united we finally have the possibility to reactivate customers that were thought lost – and thereby exhaust unexpected sales potentials.”

Markus Himmelstoß,
Kuffer Marketing GmbH, Club- and Online Marketing

Campaign strategy

Still Gutscheinbuch.de was very willing to give this marketing tool another try, this time in cooperation with deal united itself: Accepting an offer of one of deal united advertising partners (OTTO, Fonic, myToys, among others) and getting a free voucher book in return. An incentive mailing promotion was sent exclusively to inactive customers in order to reverse their low willingness to buy.

Results

Although only 40% of the client base was contacted, the sales volume increased by more than 50% during this period. The amount of generated sales was several times higher than the sales achieved by the initial advertising campaign. A high response rate, the absence of returns and a very positive client's feedback demonstrate the high success of this campaign, not only for Gutscheinbuch.de but also for the recipients.

Campaign peaks:

- **Sales volume much higher** than through comparative advertisers
- **Doubled sales** of voucher books
- Very positive clients' feedback, absence of returns

*(Gutscheinbuch: VoucherBook, book consisting of vouchers for restaurants, events, etc, available for different cities/areas of Germany)