

# PODi CASE STUDY

## HODD BARNES & DICKINS

AN INDEPENDENT OPTICIAN RECALLS LAPSED CLIENTS



**Jane,**  
**Get the best eye care  
with quality service**

At Hodd Barnes & Dickins we know you value personal service from experienced professionals who can identify specific eye conditions. That's why we have invested in some amazing eye care technology.

Furthermore, as a valued customer, we would like to give you a £50 voucher towards your next purchase so that you can experience the best eyecare in London.

**£50  
voucher**

To claim your £50 voucher,  
go to your unique  
web page below.

**JaneSample.YourEyesMatterAtHBD.Com**

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## HODD BARNES & DICKINS RECALLS LAPSED CLIENTS

**VERTICAL MARKET:** Insurance & Healthcare  
**BUSINESS APPLICATION:** Direct Marketing / Direct Order

### BUSINESS OBJECTIVES

Hodd Barnes and Dickins (HBD) is one of the oldest independent opticians serving the professional community of London in the UK.

As they are based in the City of London, a large section of their client database are people who work close to their practice. Therefore, if they move jobs they tend not to come back to the practice.

HBD wanted to target lapsed clients who had not visited the practice since 2012 and to engage them with an enticing offer so they could revisit the practice.

The objectives of the campaign were to:

- Reactivate lapsed clients
- Increase footfall to the practice
- Increase average spend per client
- Collect information for future marketing activities

Their financial target was to achieve a 200% ROI on their campaign spend.

### RESULTS

Around 1500 lapsed clients were identified and targeted in a cross-media direct marketing campaign. The following results were achieved:

- 8.26% visited the landing page (122 unique visits)
- 56 people downloaded a £50 voucher to redeem for eyecare (3.79%)

HBD reported revenue of over £20,000 from the first sales as a direct result of the campaign. This represents an initial ROI of 500%. The ROI will be even higher when taking into account the lifetime value of the clients.

### CAMPAIGN ARCHITECTURE

d2rCrossMedia created a campaign for HBD consisting of a personalised direct mailer with a PURL, an interactive personalised micro-site: "YourEyesMatterAtHBD.com" and personalised emails to follow up.

The target audience of 1500 lapsed clients was segmented into four different groups: Male Under 40, Female Under 40, Male Over 40 and Female Over 40.

Each of the four target groups had different messaging on the direct mail piece, the personalised web site and the emails that were sent.

The incentive to go to online using the PURL was a £50 voucher which they could redeem at their next visit to the practice.

### Personalised Direct Mailer

The mailer was an A5 postcard which was sent out in a brightly coloured envelope to increase the chances of being opened. The postcard had imagery and copy that was relevant to one of the four target groups and it also had a PURL inviting the recipient to a personalised landing page.



Segment 1: Male / Under 40



Segment 2: Female / Under 40



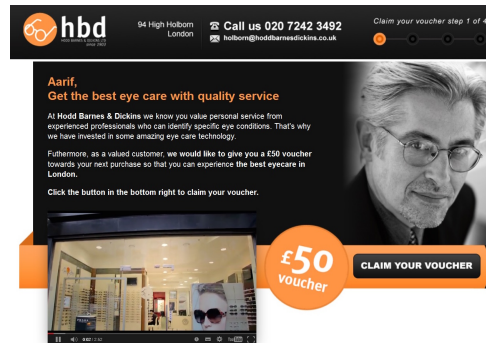
Segment 3: Male / Over 40



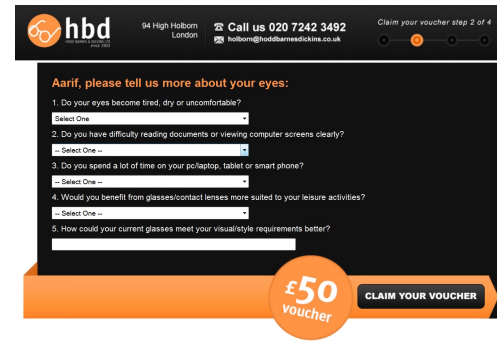
Segment 4: Female / Over 40

## Personalised Web Site, Reminder Emails and Follow Up

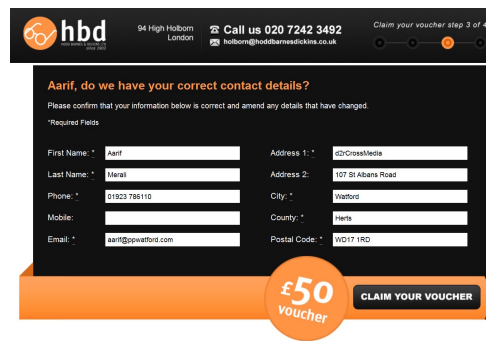
The welcome landing page featured a video describing HBD's eyecare services. The next web page showed a form asking recipients some questions about any problems they were experiencing with their eyesight and if they had any hobbies that might need specific eyewear (e.g. ski-ing, golf, swimming, etc). The third step asked to re-confirm their contact details in case these had changed since the last time they had visited the practice.



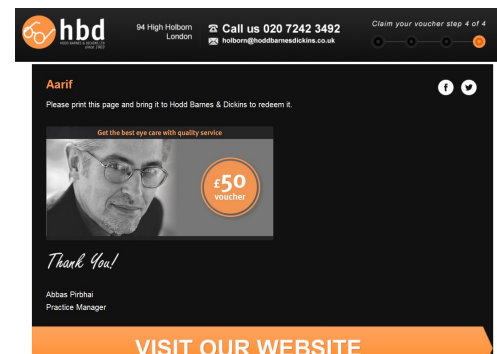
Step 1: Welcome Page



Step 2: Survey Page



Step 3: Contact Page



Step 4: Thank You Page

After they completed the two forms, a Thank You page was displayed with a link to HBD's static website and the voucher was emailed to them.

HBD also received two alert emails – one when someone hit the landing page and a second one when someone claimed a voucher. The staff at the practice followed up with a phone call to book the client into an eye exam.

Those people who did not visit the landing page received an email reminder a few days after the mailshot and a follow-up email three weeks later reminding them of the voucher offer. The emails had engaging subject lines such as "What do you do 14,280 times per day?" and "Do you know which body organ can't be transplanted?".

### REASONS FOR SUCCESS

The success of this campaign is clearly measured by the 500% return on Hodd Barnes and Dickins' marketing investment. For every pound spent on the campaign costs, including printing, postage, website, emails and the incentive offer, HBD gained £5 in revenue from previously lapsed customers.

A proper marketing solution requires:

- An in-depth understanding of the customer business problem
- Value for the customer, their clients and the service provider
- Repeatability and scalability

The primary reason why it was so successful is that d2rCrossMedia have developed a proven cross-media marketing solution for a precisely defined vertical market.

They understand the competitive challenges facing independent opticians. They know that a strong incentive offer (a £50 voucher) will attract high-value customers for the client - in this case spending an average of £400 at HBD. They have a proven track record with this marketing strategy which gives confidence to new clients and achieves predictable results for them.

Following the initial success of this campaign, Hodd Barnes and Dickins have engaged d2rCrossMedia to repeat it for their other branch in Q2 2015.

<b>CLIENT</b>	<b>Hodd Barnes &amp; Dickins Opticians</b> <a href="http://www.hoddbarnesdickins.co.uk">www.hoddbarnesdickins.co.uk</a> Hodd Barnes and Dickins, established in 1903, is one of the oldest independent opticians serving the professional community in the City of London. With their state-of-the-art equipment and the experience and competence of their optometrists, they provide their clients with the best healthcare and most suitable eyewear for all their visual needs.
<b>SERVICE PROVIDER</b>	<b>d2rCrossMedia</b> <a href="http://www.d2rCrossMedia.com">www.d2rCrossMedia.com</a> A marketing services provider on the outskirts of London, UK, offering cross-media services, in addition to print, with an integrated approach across all channels to allow clients to reach their target audience via print, email, web, mobile and social media and achieve the best response rates.
<b>HARDWARE</b>	Konica Minolta 6000 with Internal EFI Fiery RIP
<b>SOFTWARE</b>	Adobe InDesign and DirectSmile (for personalised postcards) Mindfire Look Who's Clicking (for PURLs and emails)
<b>TARGET AUDIENCE</b>	Lapsed clients from the customer's database who had not who had not visited the practice since 2012
<b>DISTRIBUTION</b>	1500
<b>DATE</b>	Q1 2015