

CASE STUDY: STILTZ HOMELIFTS

Prospect Direct Mail

THE DETAIL

- Having profiled Stiltz customers with Experian, Brazil Street identified Prospect Direct Mail as a good new customer acquisition channel to test.
- The strategy was to target lookalikes of existing customers with personalised mail.
- It's solus, delivered into relevant homes, with sufficient space to inform and persuade.
- Brazil Street would also be able to attribute orders and new customers back to Direct Mail campaigns, by way of a name and address match back, which would allow us to report direct ROI.
- The initial investment in 2020-2021 of £100,000 delivered £1.4m in tracked revenue.
- Total investment in the channel now exceeds £1.2m, which has generated >£12m of attributed sales.

THE RESULTS

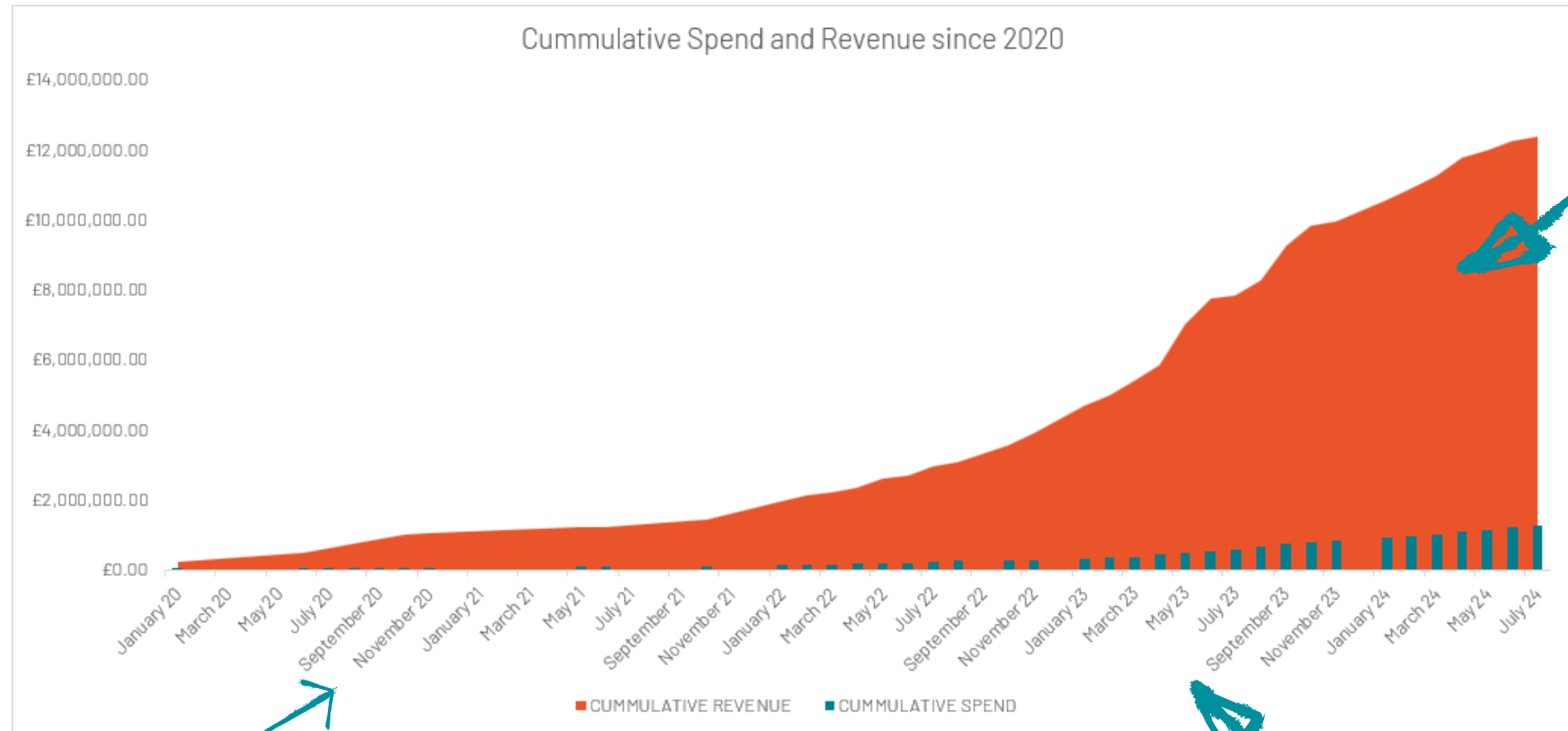


DON'T JUST TAKE OUR WORD FOR IT...

“Brazil Street are proactive, knowledgeable and really care about our success. They operate almost as an internal part of our business. I could not want for more from an agency in day-to-day service and commitment to our continued success. First class.”

Stiltz are an international Homelift company. Their products really make a difference to their senior customers lives.

STILTZ DIRECT MAIL GROWTH: 2020-2024



2024 - increased spend further, using multiple data providers, growing the DM universe with a Finance promotion. Also testing new formats

2020-21 - £100k of spend drove £1.4m in revenue

2023 - £550k of spend generated >£6m revenue

DIRECT MAIL FORMAT



ADDRESSEE ONLY



Mr A Sample
1 Sample Flat
Sample Street
Sample Town
Sample County
AA11 9ZZ

999992/99ZZZ99999999
C1/0099999



Mr A Sample
1 Sample Flat
Sample Street
Sample Town
Sample County
AA11 9ZZ

999992/99ZZZ99999999
C1/0099999

Dear Mr Sample,

Futureproof your home for the coming years

A Stiltz Homelift is the perfect solution to moving around your home in comfort and style. Imagine never having to carry bulky washing or a heavy vacuum cleaner up and down the stairs again!

Maybe you're thinking of future-proofing to help you continue to live in the family home you love, or perhaps you are starting to find the stairs a challenge? Now is the time to invest in a neat, discreet, compact and elegant homelift from Stiltz.

Why should I consider a homelift?

Downsizing because you can no longer manage the stairs in your home can be upsetting. Most people love their home and neighbourhood and are understandably distressed at the thought of having to move. Our customers also tell us that just the thought of installing a stair lift fills them with dread. But the unique freestanding-rail design of a Stiltz means you can position this compact domestic lift almost anywhere in your home.

Which? Trusted trader

Stiltz Homelifts value our customers' peace of mind. We are proud to have signed up to Which? Trusted Trader so you can buy from us with confidence.

What next?

Call us on 0808 271 9495 for a free information pack. We can arrange for one of our consultants to visit to help you plan the best location for your homelift and answer any questions you might have. We can even arrange for you to visit a Stiltz customer local to you so you can 'test drive' our homelift for yourself.

Yours sincerely,

Stiltz Homelifts



£500

DISCOUNT VOUCHER

Terms and Conditions apply and are available on request.

This voucher entitles the bearer to £500 OFF the purchase of a Stiltz Homelift. Simply hand this voucher to our sales consultant when placing your order.

CODE: DMAIL01/20

For a **FREE** brochure or a **FREE** no-obligation survey
CALL 0808 271 9495
or visit www.stiltz.co.uk

