Birthday wishes that deliver: How Bergzeit drives sales with its birthday mailings

In a world where digital channels dominate daily marketing, many marketers (and perhaps you too) might ask: Can Direct Mail still make a difference? Bergzeit provides a clear answer: Yes, and how! Dive into this success story and discover how Bergzeit, by strategically deploying Direct Mailings, not only delights previously unreached customers but also achieves impressive ROAS figures.

This is **bergzeit**

Bergzeit is a leading e-commerce company for mountaineering and outdoor apparel as well as equipment. In addition to its strong online focus, Bergzeit also operates two brick-and-mortar stores.

The Challenge: Untapped Customer Potential

Before partnering with optilyz, Bergzeit faced the challenge of being unable to reach a significant portion of its customer base via digital channels, like email, due to a lack of double opt-ins. This made it difficult to leverage personalized marketing use cases, such as birthday or re-engagement campaigns.

The Solution: Personalised Print Mailings with optilyz

optilyz enabled Bergzeit to specifically target and personalize communications for these previously unreached customers. A significant advantage is that print mailings do not require a double opt-in, which considerably expands reach. The collaboration focused on personalized, automated print use cases to engage customers precisely where they are in their customer journey.

The Importance of Customer

Customer centricity is paramount for Bergzeit in the direct mail channel. The success of their print mailings heavily relies on precise segmentation. Bergzeit specifically selects high-value customers based on their contribution margin to maximize the relevance and effectiveness of the mailings. Even with ad-hoc mailings, care is taken to target active and high-spending customers.

CRM-System: Emarsys

Industry: Outdoor Fashion E-Commerce

Customer: 3,75 Millionen

Successful Use Case: The Birthday Mailing

The birthday mailing is an outstanding example of the success of Bergzeit's personalized Direct Mail strategy.

- **Format Choice:** After testing, Bergzeit deliberately chose the DIN A4 letter format in an unprinted envelope, as it proved more effective than postcard mailings.
- **Personalisation:** The main personalization comes from the individual birthday address to customers, with a valuable customer target group being selected. The customer's birthday served as the central data point.

Impressive results

7,5%
Redemption rate **19**
ROAS

Decisive Success Factors:

- **Segmentation**: Targeted outreach to the most valuable customers unreachable by email
- **Format Optimisation**: Switching from postcard to the more effective letter format
- **More Attractive Incentive**: A 10% voucher proved more impactful than the previously offered €5
- **Minimum Purchase Value Test**: Setting a minimum purchase value of €100 optimized redemption rates and profitability

Outlook and Future Potential

Bergzeit plans to further advance customer centricity and personalization by targeting different customer groups with tailored messages and visual content. Future projects include additional tests of incentives and segments, as well as expanding automations and new use cases, particularly for the Bergzeit Club, which is the company's loyalty program. For Bergzeit, the greatest potential in Direct Mail lies in automation and hyper-personalization to reach customers with perfectly matched messages at the right time.

> We've learned a lot about how to use Direct Mail effectively and strategically through continuous testing. Our collaboration with optilyz has also significantly advanced us with valuable expertise and strategic support. Today, Direct Mail is a powerful tool for us to reach customers we can't reach digitally — with the right message, at the right time.

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