A Powerful Comeback in the Letterbox: How MADELEINE Builds Emotional Customer Loyalty with Automated Direct Mail

In an increasingly digital marketing landscape, many brands face the same critical question: How can you still reach customers in a truly sustainable, lasting, and personal way? Together with optilyz, MADELEINE provides the answer. Following the relaunch of the renowned fashion brand in 2024, the team was tasked with revitalizing the brand efficiently, data-driven, and with an uncompromising focus on the customer. Through the targeted use of automated print mailings, they not only achieved a successful restart, but were also immediately honored with an award for one of the year's most successful use cases.

About MADELEINE

MADELEINE is an established premium fashion brand offering sophisticated womenswear. Since 2024, the brand has found a new home under the roof of the GOLDNER Fashion Group. With a distinct focus on emotional connection and premium quality, MADELEINE has traditionally relied on high-impact print touchpoints within its omnichannel marketing strategy.



The Challenge: A Fresh Start Powered by Solid Data and High Relevance

Following the integration into the GOLDNER Fashion Group, MADELEINE had to rebuild its marketing infrastructure from the ground up. The key challenge with traditional print channels (such as catalog mailings) lies in long lead times and the risk of ad fatigue and wasted spend caused by a spray-and-pray approach. The team's objective was evident: print needed to become smarter, more agile, and strictly measurable. The goal was to engage existing customers at the exact right moment with maximum relevance - without overburdening internal resources during a period of staffing constraints.

The Solution: Automated, Data-Driven Print Mailings with optilyz

By implementing optilyz, MADELEINE transformed print into a high-performing acquisition and retention channel. Instead of rigid mass mailings, the brand now relies on agile automation and precise, granular segmentation delivered directly from its Customer Data Platform (CDP).

Key Pillars of the New Setup:

- **Automated Integrations:** Customer data, promo codes, and creative variants flow directly from the CDP via a real-time interface - massively reducing operational lead times.
- **Complementary Flexibility:** For standalone one-shot campaigns or manual frequency capping exclusions, the team utilizes quick CSV uploads.
- **Smart Omnichannel Approach:** Closely synchronized with digital touchpoints: newsletter subscribers or customers contacted via telephone are automatically excluded to prevent overlaps.

The Success Use Case: The Award-Winning Birthday Mailing

The flagship use case is the automated birthday mailing, which was officially recognized with an award. Rather than sending monthly batch-and-blast mailings, MADELEINE uses optilyz to trigger mailings fully automatically and event-based:

- **Precise Timing:** Automated audience selection 14 days in advance ensures punctual arrival directly in the customer's letterbox.
- **Emotional Appreciation:** Emphasis on inspiring, emotional visual worlds (e.g., floral motifs) over aggressive hard selling.
- **Strong Incentive:** An exclusive, personalized €20 value voucher.

Impressive Results





8,34%

Overall Response Rate

Decisive Success Factors:

- **The "Refrigerator Effect":** A tactile, aesthetically pleasing piece of direct mail with high retention and display value in the home.
- **Fixed-Value Voucher:** The €20 fixed voucher significantly outperformed percentage discounts across the target audience.
- **Customer Loyalty:** An emotional birthday greeting serving as a vital gesture of appreciation for loyal existing customers.

Outlook: Scaling and Personalization

With the groundwork successfully established, the focus for the upcoming seasons is on scaling growth:

- **International Rollout:** Expanding the print channel beyond the DACH region, the Netherlands, and France into smaller European markets such as Belgium and the UK via optilyz.
- **Smarter Segmentation:** Dividing audiences into behavioral clusters with 3-4 creative design variants, alongside systematic A/B testing for customer reactivation.



> For us, the power of Direct Mail lies in the combination of data-driven targeting and a personal approach. While digital channels increasingly fight for fleeting attention, the letterbox offers a unique opportunity to reach customers with truly relevant messages. Through continuous testing and close collaboration with optilyz, we gained valuable insights and successfully integrated Direct Mail into our broader CRM and marketing strategy.

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