

The logo for Staples, featuring the word "STAPLES" in white, uppercase, sans-serif font, set against a red rectangular background that is slightly tilted.

that was easy.sm

Objetivo: A Staples tinha como objetivo, a retenção de clientes e maximização de lucros. Mantém contato regular com os clientes ativos (os que fizeram pelo menos uma compra no último semestre) ao enviar mailing (quinzenalmente) e email (três vezes por semana).

Estratégia: Envio de diferentes combinações de mailing e email em duas fases, com o objetivo de medir a eficácia dos mesmos. Foram criadas e enviadas para os clientes ativos, duas campanhas teste com quatro combinações diferentes: correio endereçado e email; correio endereçado; email e ausência de contato. Era considerada uma resposta, se o cliente fizesse uma compra online no período de duas semanas.

Resultados: Na primeira fase, a combinação mailing e email obteve uma taxa de resposta 605% mais elevada em comparação com quem apenas recebeu o email. No que diz respeito às vendas, a combinação mailing e email obteve uma receita 504% superior em comparação com o email.

Na segunda fase, os resultados foram igualmente impressionantes. A combinação mailing e email obteve uma taxa de resposta 584% e um ROI 425% superiores em comparação ao email.



that was easy.sm

STAPLES MEMBER OF THE EN GROUP
BusinessDelivery

Prices valid from October 17, 2012 through October 30, 2012.
 Valid online or by phone. Not valid in stores. While supplies last.

Easy Savings Book

STAPLES MEMBER OF THE EN GROUP
BusinessDelivery

Save up to \$30. See back cover for details.
 Prices valid from October 3, 2012 through October 16, 2012.
 Valid online or by phone. Not valid in stores. While supplies last.

Save up to 50%! Half the price. All the selection.

50% off \$114.99 each
 Reg. Price \$229.98
High-Back Memory Foam Chair
 • Standard leather on seat, back and arms
 • Head, neck and shoulder support
 • Seat tilt lock with up-lumbar control
 • Gas-tight adjustment for comfort
 • Back
 Item # 49939-005

Save \$40 \$99.99 each
 Reg. Price \$139.99
12-Tote Compact Storage System
 • One set (one cabinet, 12 totes, lock-in drawer, storage cabinet and shelving frame)
 • Holds 12 storage totes (not included)
 • 13kg (29lb) weight limit per shelf (not our wire mesh)
 • Light-colored totes with color-coded handles
 • 28" H x 50" W x 21" D
 Item # 49974-001

50% off \$62.16 each
 Reg. Price \$124.32
SHARP EL260P111 Heavy-Duty 12-Digit Printing Calculator
 • 2.4" x 1.6" (61mm x 41mm) size
 • 2-color printing
 • Calculator is pre-programmed by Microsoft, which provides the greatest of benefits
 • One calculation and check/clear functions
 • Features also include one-touch key, grand total, memory, storage and the 10% and currency conversion
 Item # 43672-006

Save \$12 \$38.96 each
 Reg. Price \$50.92
FSC-Certified Eco-Responsible Copy Paper
 • For more information see web content, link provided and visit our website
 • Acid- and Elemental Chlorine-Free (EFCF)
 • 50 pages, 10 lb.
 • 8 1/2" x 11"
 • 5,000 Sheets/Case
 Item # 10446-109

\$20 OFF
 Valid online or by phone. Not valid in stores. Expires October 30, 2012.
 any purchase of \$250 or more, excluding all computers, eReaders, tablets, and other electronic devices.
 When ordering online or by phone, use code: XXXXXXXXXX

\$30 OFF
 Valid online or by phone. Not valid in stores. Expires October 30, 2012.
 any purchase of \$350 or more, excluding all computers, eReaders, tablets, and other electronic devices.
 When ordering online or by phone, use code: XXXXXXXXXX