



Solutions at Work





Design Toscano wanted to identify visitors coming to certain categories of the site who are highly engaged, but leaving without making a purchase.



4.46%
Response Rate



NaviStone's triggered postcard program was used to reach visitors based on category engagement offering a highly individualized and timely customer experience.

\$12.52
ROAS

Touch of Class needed to drive greater demand through new customers visiting their website.



Unknown website browsers are **35%** more productive than traditional lists. Prospects are **95%** unique.



NaviStone's personalized postcards with custom offers were used to convert visitors into customers.


"Innovative new sources of customers come along very rarely in our industry"
- Fred Bell, Co-Founder

DHC Cosmetics was unable to mail lapsed customers profitably.



Welcome Back!

The identified web browsers outperformed DHC's own reactivation selects by **51%**.



Through NaviStone Reactivation, DHC was able to reach customers browsing the site that they otherwise couldn't from traditional transaction data.

Big Data optimized by **114%**



Bluestone Perennials needed to identify and convert profitable cart abandoners who could not be reached via email.



14%
Growth over prior seasons



By partnering with NaviStone to implement the retargeting postcard program they could reach previously unidentifiable website shoppers via the power of direct mail.

11x ROAS
6.14%
Response Rate on average

For more information on
how to make yesterday's visitor
today's customer
visit www.navistone.com.