բերինություններերի

ASE STUBY

140/0 Abandoned **CARTS** Reduced by

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JD WILLIAMS Abandoned Carts

In the fight to lower abandoned carts, UK retailer JD Williams used direct mail to understand if physical mail could improve retargeting response rates and deliver greater cut through than digital.

Each piece of direct mail was tailored to each customer based on items left in their abandoned carts.

OPEN MAIL

+61 3 9421 2206 info@outm.com.au

6%

INCREASE

IN RESPONSE

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