



CASE STUDY



MYER VALENTINES DAY

To show appreciation for their loyalty club members, Myer decided to offer 'Especially for you' discounts to increase their Valentine's Day buzz.

Myer leveraged their existing loyalty member database and designed a direct mail post card for 100,000 members.

75% **REDEMPTION RATE**

CUSTOMERS
REDEEMING THE
OFFER SPENT UP TO **\$89**