

## Reactivating customers is easy with personalised mail from Stannp.com

### The Client

The Royal Bath and West Show is England's only four-day Royal show, offering the very best of British Agriculture, Entertainment, Food and Drink. It's one of the oldest agricultural shows in the country, with the first show taking place in 1852. Royal Bath and West gained its Royal Patronage in 1977.

### The Challenge

Royal Bath and West were looking to excite show visitors from previous years about the idea of visiting the 2018 show. Thanks to an introduction from Paul Luck at [www.redboxtickets.com](http://www.redboxtickets.com), they discovered that Stannp's easy to use platform would allow them to post personalised mailings to their previous visitors, with none of the GDPR worries of an email campaign.

Jonathan Hall, Marketing and Communications Manager, Royal Bath and West of England Society; *"Agricultural show visitors typically visit on a four to five-year cycle. We wanted to shorten this cycle, and target ticket sales to customers who had visited the show in the last three years."*

### Stannp.com's Solution

Stannp.com send 14,911 personalised, double sided A6 postcards printed on high quality 300gsm silk card, to Royal Bath and West's contact list of show visitors from the last three years.

### The Result

The campaign cost Royal Bath and West £4,473:20 in mid-May 2018. Royal Bath and West saw 398 additional bookings from postcard recipients, worth over £17,000, giving a 284% Return on Investment on the campaign.

Jonathan; *"We were very pleased with the process, from the moment we first contacted Stannp.com it was simple and easy. We only decided to run the campaign a few days before the show, but Stannp reacted very quickly. We were expecting a 1% booking rate so to achieve nearly 3% at such short notice was amazing, a great result for us."*

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