



Reaching your customers is easy with personalised mail from Stannp.com

## The Client

Tug-E-Nuff Dog Gear make motivational dog toys that get results; made by dog training enthusiasts, for dog training enthusiasts. Founded in 2009 by agility experts and professional dog trainers Matt & Teresa, the company has grown rapidly with a reputation for high quality UK manufactured products, produced from sustainably sourced materials.

## The Challenge

Tug-E-Nuff wanted to reach out to several segments of existing customers with special offers designed to encourage further purchases.

Danny Rouse Tug-e-Nuff Director; *We hadn't tried direct mail before and wanted to experiment with different offers and customer segments to see which combination would be most effective for us.*

## Stannp.com's Solution

Stannp.com send 8,358 personalised, single sided colour A4 letters printed on high quality 120gsm paper, as three campaigns with different offers. The letters were folded into C5 window envelopes and posted to three segments of Tug-E-Nuff's customer database. The letters included codes and unique URLs to enable the effectiveness of each campaign to be tracked.

## The Result

The campaign cost Tug-E-Nuff just £3,426:78 in late May 2018.

Within weeks of the letters being sent they had received 214 additional orders worth over £8,000 as a direct result of the campaign, giving a 136% Return on Investment.

Danny; *"We were delighted with the results of the campaign; not only did we receive a significant number of additional orders and a great ROI on the campaign, we also learnt a lot about our customer base too.*

*One surprising result was that we had more response from the letters with the lower value offer, possibly because that letter went to more recent customers and so received more Tug-E-Nuff brand recognition."*

# CLAIM YOUR £5 CREDIT

Jem Yildirim  
Account Manager  
Slingshot  
Unit 12 Tav Trade Park  
Braunton Road  
Barnstaple  
EX31 1JZ

**Has the sunshine put a spring in your step?**  
We've been loving it here at Tug-E-Nuff HQ - and we think it might have gone to our heads because we've come up with an incredible special offer that we just can't wait to tell you about!

Now that summer seems to have shown up, we know you might be thinking about your training goals for the warmer and brighter days ahead...

- Would you like to boost your bond with your dog?
- Are you keen on supercharging your recall?
- Fancy teaching some impressive new tricks?
- Want to increase your dog's motivation?
- Looking for a new way to reward?

**Whatever you'd like to achieve, we can help!**  
At a little thank you for being a previous customer, we'd like to offer you and your dog an extra special treat.

With our toys in your training toolkit, you can tackle the issues that have been standing in your way and look forward to your best summer of training yet.

They're created based on our years of professional training experience to help your dog learn and grow in the best possible way - by playing and having fun with the person they love most: you!

From helping you excel at sports training to mastering obedience, our toys solve problems and get results.



# CLAIM YOUR £10 CREDIT

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**Ready to get yours? Then we've got good news!**  
We've loaded your account with £10 credit for you to spend on anything from our complete range. All you need to do to activate your offer is visit [tug-e-nuff.co.uk/summer](http://tug-e-nuff.co.uk/summer) and spend £35 or more.

**And that's not all!**  
To show just how much we value our customer, as well as your £5 credit, we've also added a brand new Clicker Training Standie to your account - completely free of charge when you activate your offer.

- It includes:**
- FREE clicker - Worth £4.00
  - FREE 100g bag of grain free training treats - Worth £2.95
  - FREE Tug-E-Nuff Dog Gear tote bag - Worth £4.95
  - FREE bonus guide to help you teach a brand new trick

**Plus, don't forget our no-quibble 30-day money back promise!** We're so confident that you and your dog will love our toys that, if you don't, we'll give your money back - even if it's been used!

**Spoilt for choice? Don't worry, our friendly, expert team is on hand to help you choose the toys that are right for you and your training journey.** Just get in touch on the website.

**So what are you waiting for?**  
Visit [tug-e-nuff.co.uk/summer10](http://tug-e-nuff.co.uk/summer10) now and find some new favourites for you and your dog to enjoy this summer. As always, if you order by 2pm, we'll even dispatch it the same day.



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**And that's not all!**  
To show just how much we value our customer, as well as your £10 credit, we'll send you our new Clicker Training Bundle worth £12.85 completely free of charge when you activate your offer.

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# MOTIVATIONAL DOG TRAINING TOYS

MADE BY DOG TRAINING ENTHUSIASTS, FOR DOG TRAINING ENTHUSIASTS

Click [tug-e-nuff.co.uk](http://tug-e-nuff.co.uk) Call: +44(0)1395 642 085 Email: [contactus@tug-e-nuff.co.uk](mailto:contactus@tug-e-nuff.co.uk)

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