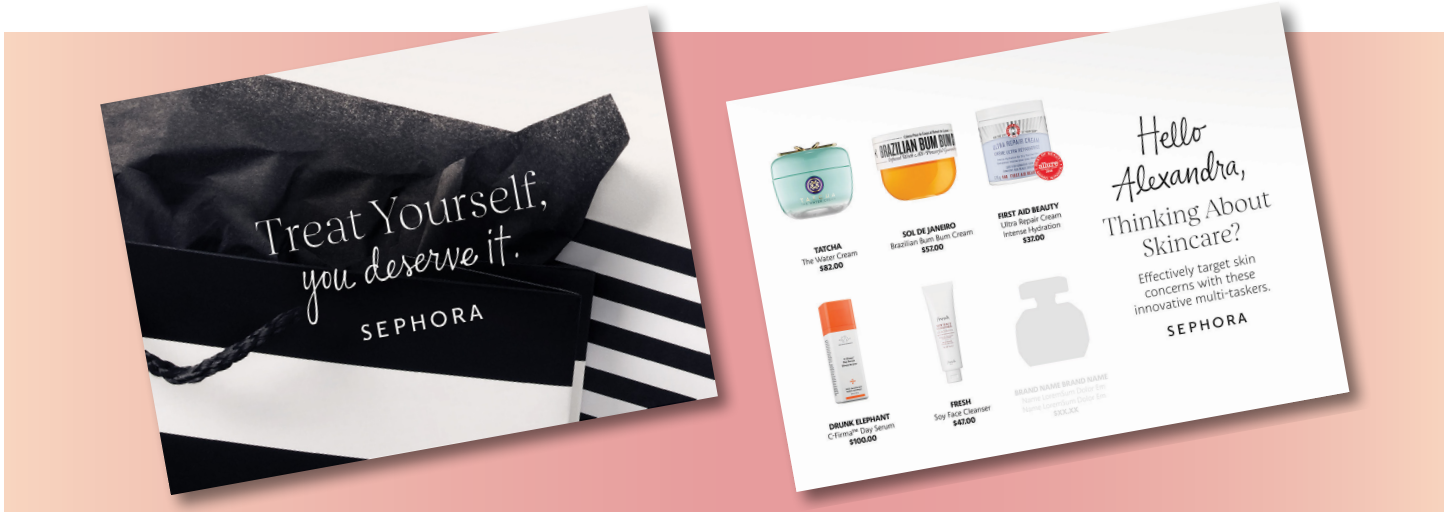


# Sephora

Direct mail brings shoppers back to their abandoned carts



When international beauty brand Sephora includes direct mail in its retargeting program, the company discovers personalized print motivates people to finalize sales.

## More than a pretty face

Since its debut 20 years ago, Sephora has earned a loyal and committed following. It's no surprise, considering the omni-channel retailer offers 14,000 beauty and wellness products from 200 carefully curated brands. Customers flock to 400 of the company's stores across North America, as well as 600 locations inside JCPenney, for prestige products. Sephora's Beauty Studios, smaller, stand-alone retail outlets, provide personalized, one-on-one services including makeovers and mini-facials. The three-tiered Beauty Insider program encourages shopping with increasing rewards as devotees make more purchases. The community of customers and advocates remains steadfast because of the Sephora experience, both in-store and online. For those online customers, the company has a robust digital retargeting program designed to keep them coming back.

Cart abandonment is a reality of e-commerce. Even loyal customers visit many of a website's pages, click on multiple products and build big baskets, only to shut down before checking out. Sephora monitors those shoppers and has an effective email strategy in place to re-engage them. "Still, we were interested in testing another personalized omni-channel approach to increase conversion," says Deborah Neff, Vice-President of Marketing, Canada, at Sephora.

## Could direct mail convince customers to revisit their abandoned carts?

To answer the question, Sephora worked with Canada Post's Expert Partner, Prime Data, to create a control group and a test group. Each group consisted of 13,000 online customers who had recently visited Sephora.ca and added products to their cart, but, for some reason, didn't go through with the purchase.

To see how Canada Post can help with your retargeting strategy, visit [canadapost.ca/smartmailmarketing](https://canadapost.ca/smartmailmarketing).



**Smartmail Marketing**  
The Science of Activation



