

Wayfair Canada

Using direct mail to find new customers and generate huge returns



After successfully expanding into Canada, Wayfair needed a partner to help identify targeting opportunities in this new market. Working with Canada Post produced actionable insights.

Expanding the business and maximizing growth

For years before retail giant Wayfair launched its Canadian web site, many Canadians were already shopping on the U.S. site. "We benefitted from the halo effect of the U.S. market," says Davinder Singh, head of marketing at Wayfair Canada. The Canadian customer knew the brand and understood the value proposition.

Specifically, that included 10 million SKUs of furniture, storage solutions, appliances, home décor and more, all at various price points and in various styles. "Combined with exceptional customer service, ease of check out and fast delivery, it was a winning combination," says Singh.

Strong demand from Canada led the company to hypothesize that the market was underserved. "We thought we could benefit the customer by creating a holistic experience, where you shop at a Canadian web site, in your local currency and don't pay duties on top of the prices," says Singh. By 2016, wayfair.ca was up and running. "Two years later, we have achieved a level of brand awareness similar to that of the U.S."

Still, sustaining and growing a new market requires on-going research. That's not a problem for Wayfair. "As a company, we're data driven and testing oriented," says Singh. "Every decision we make is tested and once it's successful, we scale it." With their Canadian market, there were two areas Wayfair wanted to explore: acquisition and remarketing. And the timing was right.

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