

A DIGITAL STAMP INDICIA WAS THE CHANGE CASHMERE CENTRE NEEDED TO UPLIFT RESULTS

Cashmere Centre
THE CASHMERE SPECIALISTS
Largest Range of Cashmere Products in the UK

Background

In 2016 Cashmere Centre were looking for a new test to continue optimising their catalogues and improve ROI.

Solution

A digital stamp is a reproduction of a postage stamp printed directly onto the envelope so it looks like a normal postage stamp. Cashmere Centre ran 3 tests using a digital stamp indicia vs. standard postage paid impression, two with warm customers and one with cold.



Results

All 3 digital stamp tests beat the postage paid impression control uplifting response and sales.

Test	Uplift in response as a result of digital stamp	Uplift in sales as a result of the digital stamp
Warm test 1	25%	55%
Cold test	7%	21%
Warm test 2	24%	22%

Source: Jeff Pert,
Director,
Cashmere Centre.

