




BUSINESS CONNECTIONS

Online Retailer Lifts Sales 133% and Conversions 58% by Sending Hallmark Cards to Customers

FIND OUT HOW A BILLION-DOLLAR RETAILER DELIVERED A HUMAN EXPERIENCE
TO IMPROVE DIGITAL MARKETING RESULTS.

Background

While competitors were considering how large a role the Internet would play in their business, this online retailer fully embraced direct-to-consumer digital commerce. When other businesses began to catch up and the online retailer felt pressure to maintain their customer base and market share, they began to consider new ways to connect and communicate with their audience. A lack of physical brick-and-mortar stores left them feeling disconnected and distant from customers. The retailer decided to explore opportunities that would build more personal and authentic relationships with customers.

The Solution

In 2021, the online retailer decided to test Hallmark birthday cards against their existing birthday campaign of sending 3-panel letters. Both solutions included a rich promotional offer. However, the personalized Hallmark card infused the client's brand while also offering a unique and heartfelt message that made the retailer seem like part of the recipient's inner circle. Personifying the brand in this way caused the communication to feel more human, leading to a stronger connection that drove compelling results.



Results

The Hallmark greeting card (test) out-performed the company's existing direct mail format, the 3-panel letter (control), on multiple key performance indicators. When tested in equal sample sizes through a nationwide campaign over three months, the Hallmark card program produced:



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Emotional connections through greeting cards add a human touch to the frequently impersonal e-commerce retail industry. By surprising and delighting customers with a thoughtful card from your brand, you affirm the relationship and foster stronger ties. Hallmark Business Connections crafts personalized and sincere messages that cultivate professional relationships.

With the Hallmark card program, this retailer made stronger, more meaningful connections that enhanced their revenue stream—with the added bonus of putting more care in the world.

Contact Us

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