



## CASE STUDY

# Structube

Canada Post helps Structube optimize its marketing with a bold flyer



## A targeted direct mail campaign drives in-store visits and better return on investment of digital marketing

### A return to flyers, with greater attention to targeting and design

Structube is a family business, based in Montreal, that has been offering innovative contemporary home furniture since 1974. While it now operates more than 55 stores across the country, many Canadians have yet to experience the quality and value Structube has to offer. A flyer in their mailbox is changing that.

“Our company had marketed exclusively through digital channels for about three years before returning to flyers, which were once our primary means of building awareness with customers,” says Tony Trew, Marketing and E-commerce Director at Structube. This time around, though, the company has decided to get back into flyers in a much bigger way – literally.

### Sustained brand awareness:

40% of Canadians hold on to catalogues for longer than a month.<sup>1</sup>

1 Canada Post, Catalogue Shelf-Life Omnibus, 2014

To learn how Canada Post can help you optimize your marketing strategy, go to [canadapost.ca/smm](http://canadapost.ca/smm).



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## Innovative format, big impact

An 8" x 10" format allows Structube's catalogue to stand out in a consumer's mailbox. It is also printed on high-quality offset with a look and feel that closely mirrored the retailer's website.

"We're using income targeting and Canada Post geographical data within a radius around our locations. This contributes to driving more traffic in-store," Trew explains.

"One of the things we like about Canada Post is that apart from getting us into condo buildings, which are one of our big client segments, they also get our flyers into each resident's mailbox – they don't just throw them on the lobby floor."

## An influx of more qualified customers

Integrating physical marketing also improved the return on investment (ROI) of Structube's digital marketing spend thanks to the awareness created by the flyer.

Store managers have told Trew the flyers are not only driving customers to their Structube locations, but also contain information that they can discuss with them. "When the customer comes into a store with the flyer, they talk about specific products they noticed, so we end up with a more qualified customer in our stores," says Trew.

The flyer was also a good reminder for online shoppers to return to the retailer's website. "The results have been overwhelmingly positive. An integrated marketing mix clearly works, and Canada Post Neighbourhood Mail™ is a really great solution for our brand."



## The catalogue impact

- Up to 70% lift in store traffic
- Improved ROI of digital marketing



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