

# Sunsational Tanning

" I was extremely impressed with Cactus Mailing Company. I did my research on direct mailers and Cactus Mailing by far had the best all inclusive pricing. They were incredibly helpful. They were quick to respond to every email I sent and made sure our postcards looked perfect! Turnaround on the mailer was incredibly fast and as a result, my inactive clients were back in my tanning salon within 10-14 days of submission of my artwork. Out of 7500 postcards mailed 955 people have redeemed at least one of the offers on the postcard - that's almost a 13% response rate !"

owner, Sunsational Tanning

## **About the Client**

Sunsational Tanning is a salon that offers a variety of tanning options.

## **Direct Mail Marketing Goal**

Reactivate memberships from inactive customers and increase in-store sales.

## **Direct Mail Solution Provided by Cactus Mailing**

We recommended a single mailing of 7500 5.5×8.5 size postcards. The postcards were sent to the list of inactive customers provided by Sunsational Tanning. The mailing went out in early spring, designed with "beach" theme to remind customers summer was right around the corner.

## **Postcard Marketing Results**

The ROI from initial sales revenue was over 450%. That did not include purchases made later at the salon or membership fees billed since that time. Sunsational Tanning realized an outstanding 24% expense-to-gross-sales ratio. All sales revenue generated by the postcard marketing represents income the salon would not have earned otherwise, because those receiving and redeeming the offer were "lost clients" who had not used the salon's services in 2012.

**Cost per Mailing:** approximately \$2,800 for 7500 postcards

**Response:** almost 13% response rate (955 out of 7500) within the first month

**Revenue:** over 450% return on investment from immediate revenue, not including monthly membership fees and future POS purchases

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