



### The result

Conversion rates doubled ↗

Return on investment of 230% ↗

Manual effort reduced by 50% ↘

*"optilyz as the best-of-breed tool for European direct mail automation lets us run highly segmented campaigns with minimal setup effort."*

Dr. Florian Bonnet, Global Head of CRM

## Leveraging **automated direct mail** and email to run profitable **cross-channel campaigns**

### The challenge

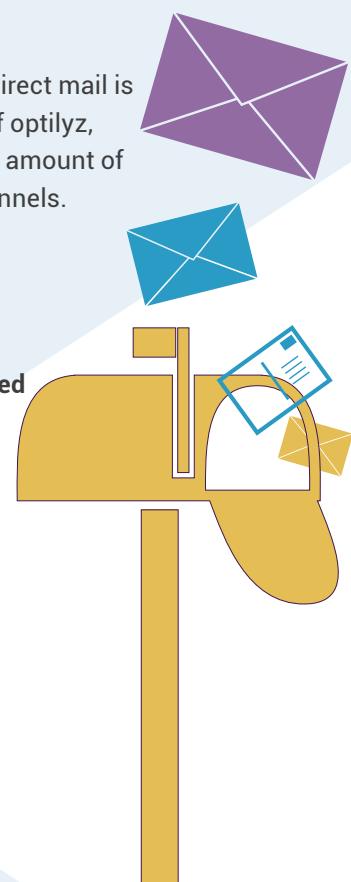
HelloFresh is the world's leading meal kit company, operating in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland and Canada. The company has offices in New York, Berlin, London, Amsterdam, Zurich, Sydney and Toronto and operates seven fulfillment centers around the globe, employing over 2.000 people. HelloFresh delivered 33.7 million meals in the 3-month period from 1 April 2017 to 30 June 2017 to more than 1.25 million customers and realized an annual turnover of around €900 million. The Financial Times ranked HelloFresh first in their "Europe's Fastest Growing Companies" list, beating all competition with their tremendous revenue growth between 2012 until 2015.

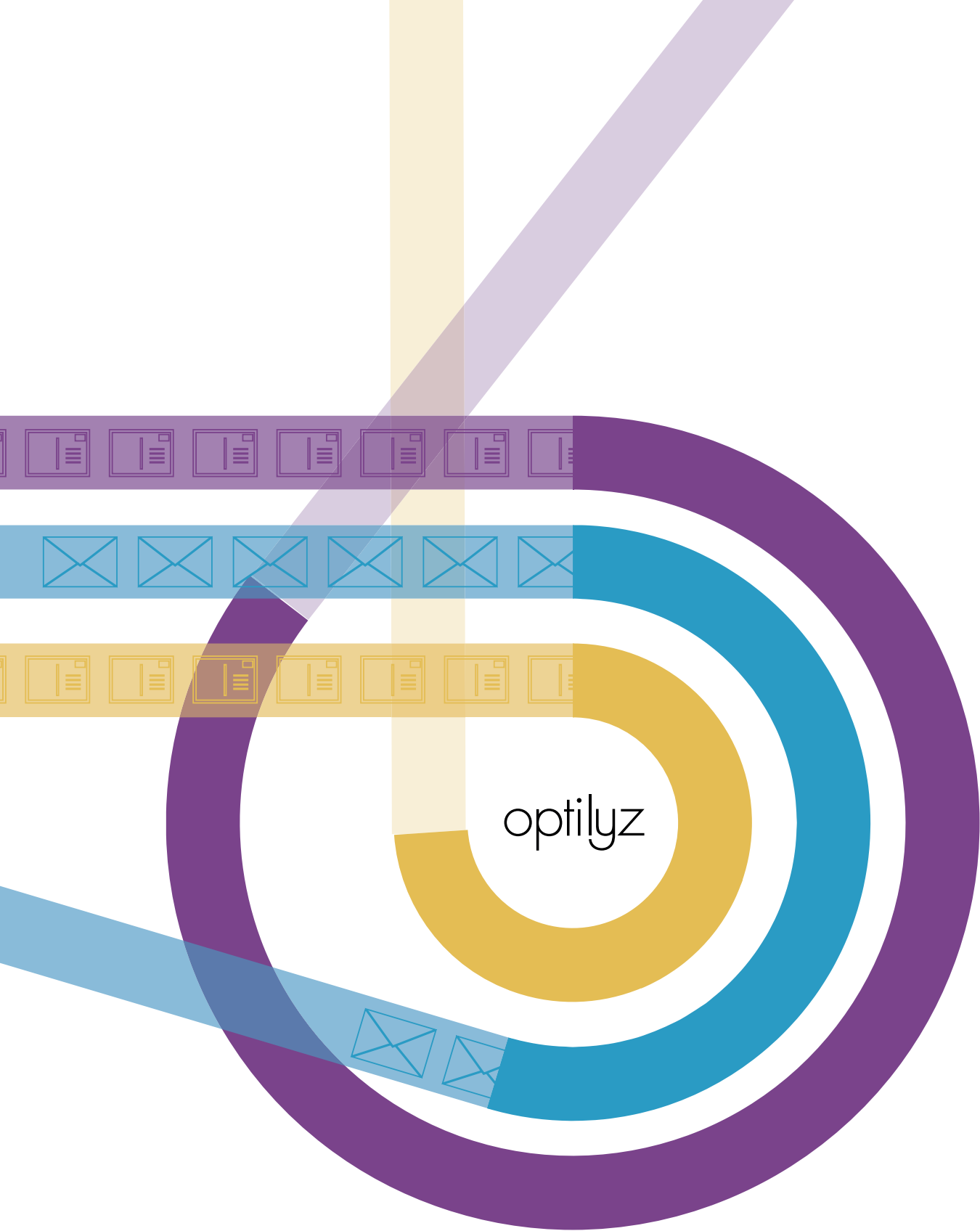
HelloFresh has developed a sophisticated cross-channel approach to reach its customers. Direct mail is one of the success factors of the company's well-balanced marketing mix. Prior to the use of optilyz, direct mail however wasn't linked to their marketing cloud. This led to an unnecessarily large amount of manual effort being required to coordinate direct mail campaigns with the other existing channels.

### The solution

**HelloFresh activated optilyz in its marketing cloud. Automated direct mail is now synchronized with other channels to reactivate customers with relevant content at the right time, across various European countries. Additionally, it is now possible to effortlessly determine how email marketing and direct mail complement each other to create highly profitable cross-channel campaigns:**

- Personalized direct mail is sent in a more segmented manner
- Real-time trigger enable the sending of personalized direct mail automatically
- Cross-channel reactivation includes letters, across Europe





optilyz

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