



Case Study

Supplying the nation with craft beer subscriptions



Challenge

The subscription revolution hit the UK by storm as we descended into our first lockdown in 2020. For many brands reliant on subscription-based services, this meant competition!

A leading provider of home-delivery craft beer came to REaD Group to continue their customer growth after advertising opportunities became more limited during the pandemic.



Solution

REaD Group suggested using direct mail as a tried and tested method to attract people based at home. We built a bespoke model for the client, using a combination of customer data and REaD Group's own unique variables, including:

- Demographic information
- Geo location
- Affluence
- Household spend
- Interest in Beer
- Mail order buyers

REaD Group then provided additional selections to identify individuals and households with a propensity for purchasing beers at home, and high-ranking loyalty to subscriber services, both of which had sky rocketed once the first lockdown was introduced in the UK.



Outcomes

The initial campaign had a high response, leading to a full UK rollout. The strong performance of REaD Group's data remained consistent as the volume increased, and now forms the essential basis of ongoing customer acquisition strategies.

Want to know more?
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